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All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 65 NEW YORK, U. S. A., FRIDAY, OCTOBER 1, 1954 TEN CENTS

All Amusements

2-Month NYC Tax Collection, $1,291,949

Theatres Paid $750,000 Of the Total Revenue

By LESTER DINOFF

Returns of the initial payment of the New York City five per cent tax from all sources of amusement revenue in the five boroughs as tabulated at the close of business on Wednesday totaled $1,291,949, a representative of the City Tax Collector's Office said here yesterday.

While the total amount of the amusement levy has not been computed as yet, the tax officials indicated that a breakdown on what the motion pictures theatres exclusively have paid in tax for July and August amounted to an approximate $750,000 from 436 theatres.

It is expected that a more detailed breakdown on how much the local ex-

(*Continued on page* 5)

Ask Review of St. L. TV Case

WASHINGTON, Sept. 30.—St. Louis Amusement Co. has asked the Supreme Court to review a Circuit Court of Appeals order dismissing the theatre company's petition to declare unlawful and void a Federal Communications Commission hearing involving applications for a new television station in St. Louis.

The FCC hearings involved five applicants for Channel 11 in St. Louis. One of the applicants was the St. Louis Amusement Co., one the Columbia Broadcasting System. The St. Louis brief told the Supreme Court that at the time the hearing opened CBS already owned interests in five television stations. The brief outlined the FCC multiple ownership rule which limited to five the number of television stations that can be held by one licensee.

The brief declared, however, that the FCC had granted a special ex-

(*Continued on page* 5)

MPAA Board to Study Italian Issues at Meeting Here Today

A report on the Italian situation, now the subject of current negotiations here, will highlight the agenda today of a Motion Picture Association of America board of directors meeting.

The meeting, over which MPAA president Eric A. Johnston will preside, will be attended by Ralph Hetzel, Motion Picture Export Association vice-president, who for the past week has been conferring with Italian film officials, headed by Dr. Eitel Monaco. Among the issues discussed between the MPEA and Italian representatives was the American position of not having an adequate voice in the operation of ANICA, the Italian producer-distributor organization. Other issues concerned Italy's desire to get Metro-Goldwyn-Mayer to join ANICA and the availability of nine U. S. films for independent Italian distributors.

Following the board meeting, scheduled for the morning, Johnston is slated to have lunch with the Italian delegation. Indication that the Italo-American talks were drawing to

(*Continued on page* 5)

Nat Holt Joins RKO As An Independent

HOLLYWOOD, Sept. 30. — The Nat Holt Production Company, a partnership formed by producer Nat Holt and actor Randolph Scott, will move onto the RKO lot immediately to begin preparing for the filming, starting Oct. 18, of "Seven Bad Men," a $1,000,000 Superscope-Technicolor film. RKO will handle world-wide distribution of "Seven Bad Men," while

(*Continued on page* 5)

Say 'Academy Award Month' Boosts Profit

HOLLYWOOD, Sept. 30.—"Academy Award Month," in which 16 features that had earned Academy Award distinction were run during the month, gave the Pix Theatre, Jackson, Miss., a 133 per cent increase in business over the same month last year, and 97 per cent increase in net profit, manager E. R. Edwards informed the Academy of Motion Picture Arts and Sci-

(*Continued on page* 5)

TELEPHONE HOOKUP TO LAUNCH WILL ROGERS 'CHRISTMAS SALUTE'

The motion picture industry today will launch the 1954 Variety Clubs International "Christmas Salute" campaign seeking a goal of $250,000 and 200,000 signatures for the Oct. 1 to Jan. 15 drive which is for the benefit of the Will Rogers Memorial Hospital in Saranac, N. Y.

A. Montague

A. Montague, president of the hospital; Charles Feldman, national distributor chairman, and Moe Silver, national exhibitor chairman, announced the start of the campaign for funds in a closed circuit nationwide telephone broadcast which originated here and was heard in all exchange cities by film salesmen, exhibitors and executives representing all branches of the industry.

Charles Feldman

The Christmas Salute, which seeks one hour's pay from all industry workers, was termed by Montague as the "backbone of all Variety Club drives" in his announcement. Film salesmen, branch managers and other industry workers were asked by Feldman, Silver and Mon-

(*Continued on page* 5)

Nearing Goal

Makelim Adds 150 Theatres; Shea Joins Up

Talks Continuing With SW, RKO and Fabian

The Shea circuit, operated by the Jamestown Amusement Co., has joined the Makelim plan, bringing the lineup of theatres over the past week to an additional 150, it was disclosed here yesterday by John Wolfberg, vice-president of Makelim Productions.

Wolfberg, here for the past week, already has signed up E. M. Loew's circuit, Boston, and the Century circuit. Negotiations with Stanley Warner, RKO Theatres and Fabian Theatres are continuing, he added.

Wolfberg plans to leave for a swing around the country shortly, conferring with officials of affiliate circuits of American Broadcasting - Paramount Theatres. The Makelim executive, it is understood, planned the AB-PT trip

(*Continued on page* 5)

Name Fabian '54 Pioneer

Simon H. Fabian, president of the Stanley-Warner Corp., has been selected as "Motion Picture Pioneer of 1954" by the Motion Picture Pioneers, it was announced in New York by Jack Cohn, president of the Motion Picture Pioneers and also of the Foundation of Motion Picture Pioneers, made up of industry personnel in the business for 25 years or more.

S. H. Fabian

Fabian will be the guest of honor at the 16th annual Showmanship Dinner of the Motion Picture Pioneers on Nov. 17 in the Hotel As-

(*Continued on page* 4)

UA's "THE BAREFOOT CONTESSA"

HIGHEST RATING from N. Y. Daily News
America's most widely read newspaper!

Starring HUMPHREY BOGART - AVA GARDNER
Written and Directed by JOSEPH L. MANKIEWICZ
Color by TECHNICOLOR

PN 1993 .M43

Personal Mention

EITEL MONACO, president of ANICA, and DR. FRANCO PENOTTI, member of the board, will leave here for Italy tomorrow aboard the "Andrea Doria."

•

OSCAR A. MORGAN, Paramount short subjects, newsreels and special features sales manager, will return to New York today from St. Louis and Kansas City.

•

P. T. DANA, Universal Pictures Eastern sales manager, left here last night to visit company branches in Ohio and upstate New York.

•

HAROLD G. MINSKY, Paramount Mid-East division manager, was here yesterday from Philadelphia.

•

WILLIAM C. GEHRING, 20th Century-Fox executive assistant general sales manager, will leave New York by plane today for the Coast.

•

GLORIA NORD, British actress, will arrive here tomorrow from London via B.O.A.C. Royal Scot.

•

AL MARGOLIES, Paramount unit representative, left New York yesterday for Montpelier, Vt.

•

DIMITRI TIOMKIN, composer, will leave here today for Italy.

•

MARTHA SCOTT will leave here tomorrow for Hollywood.

•

EARL BELLAMY, director, has arrived in New York from Hollywood.

Italy Grants Award To Goldwurm Here

Jean Goldwurm, owner of Little Carnegie and World Theatres here, was honored by the Italian government yesterday with the Order of Merit in recognition of his "distintinguished pioneering role" in the presentation of Italian films. He also heads Times Films, Inc.

Presentation of the award was made by Dr. Eitel Monaco, president of ANICA, Italian exhibition-distribution organization, and head of Italian Films Export.

RKO Theatres Shifts Dec. 1 to New Offices

RKO Theatres has leased the entire 17th floor of the Mutual Life Insurance Building, 1740 Broadway, and will operate its home office at this address starting Dec. 1. The 10-year lease covers 17,000 of floor space, air conditioned, and will replace the present offices in The Americas Building and the Palace Theatre Building.

'Dear Children' Bought

HOLLYWOOD, Sept. 30. — The Ingo-Preminger Agency has sold to Jerry Wald, Columbia Pictures executive producer, the film rights to the stage play, "My Dear Children," in which John Barrymore starred.

Philadelphia Gets 'Beau Brummell'; It Was a Good Publicity Gimmick Anyway

Following nation-wide newspaper publicity about an intercity "feud" in which a dozen Chambers of Commerce hurled claims and counter-claims, Philadelphia has won the world-premiere of M-G-M's "Beau Brummell." The picture will open at the Midtown Theatre, in Philadelphia, on Oct. 5. The "haberdashery handicap"—as Milwaukee papers referred to it—started when the Boston Chamber of Commerce asked Howard Dietz, M-G-M vice-president, for the premiere of "Beau Brummell" because "Boston has more well-dressed men and more chivalrous men than any other city."

That set off the front page fireworks. Houston threw its Stetson into the Homburg derby. New Haven chimed in with claims that Yale has the best dressed campus in America. Washington cited the White House Beau Brummells. Milwaukee said it had shamed Boston in baseball and could do the same with its Beau Brummells. Rochester pointed to its clothing factories. Louisville turned up its nose—in four columns—and claimed the worst dressed men.

Sullivan Show to Feature 'Star'

The Ed Sullivan Sunday night television show on the eve of the Oct. 11 New York premiere of "A Star Is Born" at the Paramount will kick off the premiere festivities for the Warner Brothers release.

The Sullivan telecast will feature a four to five-minute film clip of the picture, it was learned. In addition, talks are underway to have Judy Garland present at the show to take a bow.

Meanwhile openings for the picture have been slated in many situations including RKO Paramount, Seattle, Oct. 8; Senator, Sacramento, Oct. 8; San Francis, San Francisco, Friday; Majestic, San Antonio; Worth, Fort Worth, Texas, Friday; RKO Orpheum, St. Paul. It opened in the Magestic, Dallas, and Majestic, Houston, yesterday following its world premiere Wednesday night at RKO Pantages, Los Angles.

Trial Period For Glowmeter Future

BUFFALO, Sept. 30.—An eight-week trial period, during which production methods and quality controls are to be studied, will determine future of Glowmeter Corp. of North Tonawanda.

The testing program was outlined today at meeting of Glowmeter creditors before Federal Judge John Knight. The corporation, which manufactures motion picture screens, two weeks ago filed a petition for reorganization under Chapter 2 of the Federal Bankruptcy Act stating that it has debts of $973,558 and assets of $408,329.

Owen B. Augspurger, Jr., attorney for the corporation, asked Judge Knight to adjourn the meeting of creditors until Nov. 22. At that time a determination will be made based on the results of the pilot program. There were no objections.

Rosenberg to WB

HOLLYWOOD, Sept. 30.—Jack L. Warner, executive producer, has announced the signing of Frank P. Rosenberg to a producer's contract at Warner Brothers studios. Rosenberg's first assignment will be "Miracle in the Rain," by Ben Hecht.

Paramount to Begin 'Christmas' Drive

The promotional campaign which Paramount has set up for Irving Berlin's "White Christmas," first of the VistaVision productions, will begin next week with Berlin himself holding a series of conferences, luncheons and cocktail receptions for motion picture editors, critics and exhibitors in Boston, Philadelphia and Chicago.

Berlin, America's most famous composer of popular songs, and "White Christmas," will be honored with an hour-long tribute on Monday night via a special broadcast over the full NBC radio network.

Due to arrive in Boston on Sunday evening from New York, Berlin will begin his field promotional activity on Monday with a luncheon at the Ritz Hotel for the newspapermen and exhibitors of the area. Arrangements for this affair are under the supervision of John G. Moore, Paramount assistant eastern division manager, and Arnold Van Leer, special field representative.

Reception Scheduled

Later in the day, Berlin, who will be accompanied on the tour by his representative, Helme Kressa, will hold interviews at the Ritz, with a cocktail reception to follow at the Sheraton Hotel.

The composer will depart late Monday evening for Philadelphia where arrangements have been made by Paramount mid-east division manager Howard Minsky and field representative Mike Weiss for a round of activities similar to those slated for Boston. The Warwick Hotel will be Berlin's Philadelphia headquarters.

Berlin's arrival in Chicago will be on Thursday. He will remain through Friday, meeting with newspapermen and exhibitors under arrangements being made by Paramount central division manager B. D. Stoner and field representative E. G. Fitzgibbons.

Award to 'Hansel'

The October Parents' Magazine medal "Movie-of-the-Month" has been awarded to Michael Myerberg's "Hansel and Gretel," a full length feature musical fantasy, it was announced by Phil Willcox, director of motion picture relations of Parents' Magazine. "Hansel and Gretel" will begin its world premiere engagement at the Broadway Theatre here on Oct. 10.

Dr. Goldsmith Cited By TV Film Council At Testimonial Here

Dr. Alfred N. Goldsmith was responsible for making television a reality at least a decade earlier than its eventual arrival, it was stated here yesterday at a testimonial luncheon to the so-called "father of television," sponsored by the National Television Film Council at the Warwick Hotel. Approximately 200 guests were on hand to see Doctor Goldsmith receive a scroll and brief case from NTFC. Mel Gold presided at the affair.

Doctor Goldsmith's career was traced by Arthur Loughren, director of research of the Hazeltine Electronics Corp., who pointed out that the guest of honor was responsible for the single dial radio receiver, the radio-phonograph combination, 16mm. sound-on-film, the continuous film projector, basic TV color process, the color tube and large screen home television.

Cliff Norton substituted for Milton Berle who was scheduled to appear on the program. Berle was taken ill Wednesday night.

In a brief response, Doctor Goldsmith traced the development of television from 31 lines to the present 525 lines.

Branson, Tushinsky Leave for Europe

Walter Branson, RKO's world-wide general sales manager, sailed yesterday aboard the S.S. "United States" for his first foreign sales trip since becoming global distribution chief for RKO. Joseph Tushinsky, co-inventor of the Superscope lens, for which RKO has foreign distribution rights, accompanied Branson.

They will attend exhibitor demonstrations of Superscope in London, Paris, Rome and Germany. Branson will hold sales conferences in London, Paris and Rome.

Quigley to N.D. Meet

Martin Quigley left here yesterday for South Bend, Ind., to attend a meeting of the advisory council of the College of Liberal Arts of Notre Dame University, to which he recently was appointed.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"BRIGADOON"
in Color and CinemaScope starring
GENE KELLY • VAN JOHNSON
CYD CHARISSE with ELAINE STEWART
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

Naked Alibi
starring
STERLING HAYDEN · GLORIA GRAHAME
PARAMOUNT BWAY at 43rd ST.

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PREVIEWED IN CALIFORNIA

RATING: "A-PLUS"

Look no further for your THANKSGIVING ATTRACTION! M-G-M has it!

"THE LAST TIME I SAW PARIS"

(Technicolor)

". . . a fleeting but passionate kiss . . ."

For your best holiday time M-G-M has a picture that will pack your house. The Preview was electric with interest and enjoyment. This is a real love story, heart-stabbing and compelling, based on F. Scott Fitzgerald's daring novel of a fleeting but passionate kiss in Paris' V-E Day celebration that led to a mad courtship and a life of romantic adventure. Tears, laughter, powerful devotions intermingle in a screen masterpiece filmed in magnificent Technicolor in real Parisian locations.

M-G-M presents • Color by Technicolor • "THE LAST TIME I SAW PARIS" starring ELIZABETH TAYLOR • VAN JOHNSON WALTER PIDGEON • DONNA REED *with Eva Gabor • Kurt Kasznar Screen Play by Julius J. & Philip G. Epstein and Richard Brooks Based on a Story by F. Scott Fitzgerald • Directed by Richard Brooks • Produced by Jack Cummings*

★

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)

★

Tell your M-G-M Branch: "I want this great musical for CHRISTMAS – NEW YEARS!"

"DEEP IN MY HEART"

(Color)

(Issue of Aug. 20th)

TRADE VIEWS by W.R. WILKERSON

"The greatest array of musical talent in all picturedom."

". . . Hollywood Reporter describes the preview of 'Deep In My Heart'!"

The audience cards were 100% enthusiastic! Not one dissenting voice. No wonder. M-G-M follows "Seven Brides" and "Brigadoon" with its best yet. The life and songs of famed Sigmund Romberg told in "The Musical With A Heart." 22 song hits from 11 Romberg operettas with the most imposing cast of entertainers ever. There's a love story, there's warmth, there's happiness, there's humanity! You cannot imagine an entertainment so perfectly suited in every way for the golden opportunity of the happy holidays, Christmas—New Years!

M-G-M presents • Based on the Life and the Melodies of Sigmund Romberg • "DEEP IN MY HEART" starring JOSE FERRER MERLE OBERON • HELEN TRAUBEL • *with Doe Avedon Tamara Toumanova • Paul Stewart Isobel Elsom • William Olvis James Mitchell • and Guest Stars:* WALTER PIDGEON • PAUL HENREID • ROSEMARY CLOONEY GENE & FRED KELLY • JANE POWELL • VIC DAMONE • ANN MILLER • CYD CHARISSE HOWARD KEEL • TONY MARTIN *Screen Play by Leonard Spigelgass From the Book by Elliott Arnold Photographed in Eastman Color Print by Technicolor • Directed by Stanley Donen • Produced by Roger Edens*

★

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)

Fabian

(Continued from page 1)

tor here. He was chosen for this honor by members of the Pioneers' board of directors, men prominent in every branch of the motion picture industry.

In naming Fabian as the "Motion Picture Pioneer of 1954," Cohn stated, "It is altogether fitting and proper that the Motion Picture Pioneers honor Si Fabian this year on the occasion of his 40th anniversary in the motion picture industry. He is one of filmdom's pioneers who is still pioneering. He has displayed an unequalled enthusiasm and confidence in the forward progress of the motion picture industry and is responsible for far-reaching contributions to its development.

'Recognized Leader'

"Today, he is the head of one of the largest and most important theatre companies and is a recognized leader of exhibition. His advice and guidance are eagerly sought in the councils of our industry. In addition, Mr. Fabian has distinguished himself as a public-spirited citizen and philanthropist. The Pioneers are proud of their selection of Si Fabian as 'Motion Picture Pioneer of 1954.'"

Fabian's career as an exhibitor began on Aug. 24, 1914, when his father, Jacob Fabian, opened the Regent Theatre, Paterson, N. J., first deluxe motion picture and stage show presentation theatre in the United States. Successively through the years, the younger Fabian operated the Brooklyn Fox Theatre, took over RKO Theatres in Albany, Schenectady and Troy, and, in 1944, the Wilmer and Vincent Theatres.

Active in War Work

During the war, he helped organize the Motion Picture Council for National Defense, which became the War Activites Committee of which he was Chairman. He served his country in other ways during the war years—as member of the War Manpower Commission and with the Treasury Department, fulfilling at war's end a mission for General Eisenhower as member of a team visiting Europe to formulate a film program for the war-torn continent.

Active in TOA, Fabian was president and now is treasurer of the exhibitor organization.

On the business side, Fabian has entered into such diverse areas as drive-in exhibition, theatre television, Cinerama, television station WTRI in Schenectady, and most recently the Latex Corp. In March, 1953, Fabian Enterprises became owners of the stock interest in the Warner Circuit, and Si Fabian became president of the newly formed Stanley-Warner Corp.

Despite his activities as a pioneer and leader in the entertainment world, Fabian has always found time to be a public-spirited citizen, chairman of many philanthropic drives and member of countless committees working to aid the underprivileged and the unfortunate, Cohn pointed out.

Shaindlin Signed

Jack Shaindlin has signed a contract to do the musical direction of 20th Century-Fox's CinemaScope film "El Torro," to be recorded with stereophonic sound. Shaindlin will move his studio to Steinway Hall today.

Home Town to Honor Fabian on Oct. 12

Paterson, N. J., home town of Si H. Fabian, will honor its distinguished showman-son with a "homecoming" day on Oct. 12, marking Fabian's 10th anniversary in the motion picture industry.

Mayor Lester F. Titus of Paterson will preside at a reception and dinner at the Alexander Hamilton Hotel there in honor of Fabian. Guests will include civic and industry leaders, celebrities and press representatives.

Chairman of the dinner is Jack Stern. Co-chairmen are Abe J. Greene, Sam Rosen and Frank J. Damis.

Miami Trust Suit Goes Into 3rd Wk.

MIAMI, Sept. 30.—The Claughton anti-trust suit seeking treble damages of $9,450,000 from major distributors went into its third week of trial here in Federal District Court, with a protracted court struggle looming.

The suit, filed by E. N. and Lillian Claughton, independent circuit operators, names as defendants Paramount, Warner Brothers, 20th Century-Fox, Universal, Columbia and United Artists.

Francis Anderson of Philadelphia, attorney for the Claughtons, still has not finished presenting the plaintiff's case. Best estimates were that it will take even longer for William Steel of Miami and E. C. Timberlake, attorneys for the defendants, to present their position.

Maryland Allied Meets Dollinger

BALTIMORE, Sept. 30.—The Allied Motion Picture Theatre Owners of Maryland, Inc., held a special meeting this morning, at which Irving Dollinger, Eastern regional vice-president of Allied, and a member of the Emergency Defense Committee, appointed at the national board meeting at White Sulphur Springs, explained plans discussed and set up by the committee. Leon Back is president of the Maryland organization.

Melvin Fox Houses In Percentage Suits

PHILADELPHIA, Sept. 30. — Eight percentage actions were filed here in the United States District Court for the Eastern District of Pennsylvania. Paramount, Loew's, 20th Century-Fox, Warner Bros., RKO, United Artists, Universal and Columbia each filed a separate action against Melvin J. Fox, Melvin Fox Theatres, Inc., and Delsea Drive-In Theatres, Inc. The theatres involved are the Fox, High and Burlington Drive-In Theatres in Burlington, the Wildwood Drive-In in Wildwood, the Criterion Theatre in Moorestown, the Fox and Mt. Holly Theatres in Mount Holly, the Fox Theatre in Riverside, the Roxy Theatre in Maple Shade, the Delsea Drive-In Theatre in Vineland, and the Bridgeton Drive-In Theatre in Bridgeton, all in New Jersey, and the Mayfair and Hollywood in Philadelphia.

The Philadelphia law firm of Schnader, Harrison, Segal & Lewis represents seven of the distributors and Wolf, Block, Schorr & Solis-Cohen represents Warner Bros., with Sargoy & Stein of New York of counsel in each case.

Drive-in Saturation For 'Yellow Ribbon'

Because of the reported success of "She Wore A Yellow Ribbon" in its saturation bookings in more than 100 drive-ins throughout New England, RKO will concentrate on releasing the John Wayne starrer through mass drive-in bookings on a regional basis, it was announced yesterday by Walter Branson, world-wide general sales manager.

When all operating drive-in territories are covered, "She Wore A Yellow Ribbon" will be withdrawn from release until the beginning of the drive-in season next year, Branson said.

New TNT Offices

Theatre Network Television, Inc., (TNT) will occupy new offices on the 25th floor of 575 Madison Avenue, here today. The firm formerly was located at 515 Madison Avenue.

Review

"The Unholy Four"

(Hammer-Lippert) *Hollywood, Sept. 30*

THE principal billing strength of this British-made Hammer production is the name of Paulette Goddard. She is paired with William Sylvester, whose face and talents are known on this side but whose name probably hasn't acquired much ticket-buying power as yet.

The cast is composed of capable players, none of whom speaks in the too-British manner that so often mitigates against a British film's success over here, and the plot is universally applicable. Story interest rides on three murders, with identity of the key killer skillfully concealed until the final sequence. By and large, the picture measures up snugly to the promise of its billing.

Michael Carreras produced the picture, which was directed with authority by Terence Fisher, and the screenplay by the producer is based on the novel, "Stranger at Home," by George Sanders. Patrick Holt, Paul Carpenter and Alvys Maben head up the able supporting cast.

In the picture Sylvester portrays a man of wealth who arrives home after four years of hardship and amnesia caused by a blow on the head received during a boat trip to Portugal on which he was accompanied by three friends, all of whom he finds in varying degrees of association with his wife, played by Miss Goddard. The plot concerns his attempt to discover which of the friends administered the blow on the head with intent to kill him, and whether his wife had prompted the deed. Two other murders are committed before the guilty party is identified and the innocent suspects, which by now are legion, are cleared.

Running time, 80 minutes. General classification. September release.

W. R. W.

People

Curtis Miller was the honor guest at a farewell surprise party in Tampa, the occasion being his transfer from Tampa where he was city manager for the Claughton circuit to the Miami home office.

May Daze, after completing 36 years as cashier at the O'Brien Theatre, Arnprior, Ont., was honored by a "special night" at the theatre, arranged by manager H. Jordan, who presented her with a gift on stage.

Paula Stutz, one of the twin daughters of **Manny Stutz,** manager of the Circle Theatre in Cleveland, has joined the Allied Artists secretarial staff there, while her sister, **Dorren,** has entered Ohio State University.

Charles Laughton is the subject of a 308-page biography titled "The Laughton Story" by Kurt Singer.

Dave Emanuel of Phoenix Films here has been named Buffalo and Albany representative for Louis de Rochemont's "Martin Luther."

Johnnie Ray headlines a stage revue at the State Theatre, Hartford, this weekend.

Cecil James, formerly of the U.S. Army Motion Picture Service, has been appointed manager of the Geneva Theatre, Geneva, Ala.

Walter Colby has been appointed manager of the Mantanzas Theatre in St. Augustine, Fla., replacing **Norris McCollum** who has moved to Orlando.

Lynn Goodwear has been named manager of the Empire Theatre, Daytona Beach.

Settle Smith Action Against Lippert

Suit brought by Joseph P. Smith, sales manager of Lippert Pictures from 1950 to early this year, against Lippert for salary and commissions allegedly due him, has been settled and discontinued. Smith had charged breach of contract.

Harry Pimstein, attorney, represented Smith, while Lippert was represented by A. J. Handel in the settlement.

'Shield' Here Wednesday

"The Black Shield of Falworth," Universal-International's first CinemaScope production in Technicolor, will have its New York premiere at Loew's State Theatre on Wednesday.

Lumber Strike Ends; Ore. Business Up

PORTLAND, Ore., Sept. 30.—The 83-day old Northwest lumber strike is officially over for some 250,000 CIO International Woodworkers, and business generally, and motion picture exhibitors especially, again breathe a "sigh of relief." However they realize that this lull has not helped to bring about a pile-up of logs at the mills for winter operation. Theatre business has started to climb since the strike ended, Film Row reports.

Tax

(*Continued from page* 1)

hibitors have paid in tax and withheld as tax breakage as allowed by the temporary injunction may be available at a later date.

A circuit attorney using these figures as the average two-month return to the city from all sources of revenue, including theatres, said that "the city should realize about $7,851,694 yearly, with exhibitors contributing about $4,500,000." However, the attorney stated, the city fails to realize that July and August are the top business months in the industry and the yearly tax total will be watered down as box-office receipts slack off.

'Error' Cited by Brandt

Harry Brandt, president of the independent Theatres Owners Association, stated that "on the basis of these figures, the returns indicate the error and estimates submitted to Mayor Robert F. Wagner by City Budget Director Russell Beame and on which the mayor relied upon for the imposition of the amusement tax.

"Beame said that the tax would raise $9,000,000 from theatres and $16,000,000 from the amusements yearly. With the returns from the best two months of the year now available, it is evident that the tax can not yield more than $8,000,000 overall and somewhere between $3,500,000 to $4,000,000 from theatres yearly and that the industry figures which were also submitted to the mayor, but rejected, were correct.

Frisch Looks to Dec. 20

Emanuel Frisch, president of the Metropolitan Motion Picture Theatre Association, stated that the second payment of the five per cent levy, due on Dec. 20, would give exhibitors a better indication of what the yearly levy would be in the three months of regular business that follow the July and August "boom" period.

In the meantime, the attorneys for the exhibitors are awaiting an order from Assistant Corporation Counsel Stanley Buchsbaum officially notifying them that Supreme Court Justice Percy D. Stoddart had granted the city's motion for summary judgement and rejected the exhibitor attorney's motion.

Upon receipt of the order, it is understood that the local theatremen will file notice of appeal of Justice Stoddart's decision in the Appellate Division. The New York City circuit and independent theatre operators, besides Buchsbaum, are still awaiting word from the higher court as to a decision on their appeals pending on Supreme Court Justice Nichols M. Pette's temporary injunction order which curbs the city from collecting the tax breakage.

Supreme Court Justice Charles S. Colden recently enlarged the Pette injunction to cover all parties seeking to join the current suit.

Coast Meeting of SMPTE Will Highlight Color, Sound

HOLLYWOOD, Sept. 30.—Motion picture color, magnetic sound and widescreen processes are featured in the full program of technical papers scheduled for the 76th semi-annual convention of the Society of Motion Picture and Television Engineers to be held at the Los Angeles Ambassador Hotel Oct. 18-22, it was announced by R. E. Lovell, NBC-TV Hollywood, program chairman for the meeting.

Color Seen Vital

Highlighting the program released to all members of SMPTE were recent developments in color cinematography prompted by critical applications in studio and theater. These, regarded of great importance to the future of motion pictures, are described in papers on equipment and methods for control of color in photography and in the laboratory, (sensitometers for color films, O. E. Miller; color densitometer performance characteristics, W. L. Brewer and S. A. Powers; color densitometer control methods, M. C. Goddard and S. A. Powers, all from the Color Technology Division of the Eastman Kodak Co.), two new densitometers for color control (densitometers for control of color motion picture film processing, J. G. Frayne, J. H. Jacobs, Westrex Corporation), a system for automatic printing of positive color film (automatic additive printing of color film, Frank Herrnfeld, Culver City) and on a light meter for color printer control (A. J. Sant, M. C. Goddard, O. E. Miller, Eastman Kodak Co., Rochester).

Demonstration Slated

Cinematographers and studio and laboratory technicians will be given basic knowledge of color vision from a color demonstration specially developed and presented by R. M. Evans of Eastman Kodak (color and brightness in projected color pictures).

Improvements in magnetic sound recording and reproduction stimulated by world-wide use of magnetic track on release prints will be discussed. Included will be reports on magnetic head wear (magnetic head wear investigation, M. Rettinger, RCA, Hollywood), on an instrument for automatic inspection of release print sound tracks (electronic comparator for the automatic inspection of magnetic sound prints, J. W. Stafford, MGM, Culver City), a report by the magnetic sub-committee of SMPTE and a review of research into methods for measuring strength of magnetic signals recorded on 16mm film.

International Adoption Sought

International adoption of widescreen pictures in studios and theatres will continue to occupy the attention of the industry's optical experts who will tell of new developments in CinemaScope lenses (CinemaScope camera lenses, J. D. Hayes, Bausch & Lomb, Rochester), CinemaScope projection in drive-ins (CinemaScope in drive-in theatres, R. H. Heacock, RCA, Camden), improved optics for projection arc lamps (consideration of improvements in condensing systems for 35mm projection, R. M. Altman, A. E. Neumer, and H. H. Schroeder, Bausch & Lomb, Rochester), and drive-in theatre screens and screen color (an improved high brightness screen for drive-in theatres, P. Vlakos, Motion Picture Research Council, Hollywood and chromaticity characteristics of theatre screens, P. Zeff and J. P. Livadary, Columbia Pictures, Hollywood). An entire evening session will be devoted to conference discussion of all factors controlling image quality in widescreen processes.

Foreign Delegates Expected

Technical sessions on color, widescreen motion pictures and magnetic sound are expected to draw the leading motion picture engineers from all sections of the United States, Canada, Mexico and Europe. Special arrangements are being made to accommodate engineers and technicians who will attend the 16 technical sessions on motion pictures, television and high-speed photography, to be held at the Hotel Ambassador, Academy Award Theatre, NBC and CBS Television Studios, Paramount Studio Theatre and Moody Institute of Science.

Nat Holt

(*Continued from page* 1)

Scott will star in the film, which is a historical adventure story of America of the 1870's. Story and screenplay are by Horace McCoy.

Holt left Paramount eight months ago after completing nine films, including "The Great Missouri Raid," "War Path," "Silver City," "Hurricane Smith," "Arrowhead," "Flight to Tangiers," 'Pony Express" and "Denver and Rio Grande" among others. Holt has been working with Horace McCoy on the story and screenplay of "Seven Bad Men" since he left Paramount. Holt will temporarily close his office in Beverly Hills to headquarter his organization on the RKO lot.

Makelim

(*Continued from page* 1)

in light of the circuit's decentralized operation.

Aproximately 2,600 theatres have joined the Makelim plan, it was estimated, with 400 more needed to reach the 3,000 goal, set by Wolfberg on his arrival in New York to confer with circuit executives.

'Academy Month'

(*Continued from page* 1)

ences. The house, he said, showed a 127 per cent increase in popcorn sales and a 175 per cent jump in candy sales.

The management is planning another Academy Award month in the near future.

New Conn. Drive-in

HARTFORD, Sept. 30. — Charles Lane of the New Haven Drive-In Theatre, North Haven, has disclosed plans for construction of a drive-in theatre at Branford, Conn.

Art House Goes Arty; Ushers Drop Uniforms

HARTFORD, Sept. 30.—Two art film units in this territory, the Stanley - Warner Art, Springfield, Mass., and the Hartford Theatres Circuit's Art, Hartford, have resumed specialized policies.

The Art, in a bid for season-opening public relations, invited western Massachusetts artists to participate in group and one-man exhibits. The Art, Hartford, announced that service staff personnel would be dressed in dark business suits rather than standard uniforms.

Will Rogers

(*Continued from page* 1)

tague to contact all exhibitors in all of the 32 exchange areas to seek pledges and support.

The Will Rogers Memorial Hospital president, in the closed circuit broadcast, traced the history of the Saranac "industry club" revealing that in each campaign during the past three years the fund has steadily increased.

Attending the broadcast which was heard at the 20th Century Fox exchange offices in New York, were Abe Dickstein and Alex Arnswalder of 20th-Fox; Sol Gottlieb and Low Allerhand, M-G-M; Herman Silverman, RKO; Joe Wohl and Bob Fannon, Republic; Nat Goldberg, Universal; Joe Sugar, United Artists; Moe Fraun, Columbia; Nat Furst, Allied Artists; Ben Abner, Warner Brothers, and Myron Sattler, Paramount.

St. Louis Suit

(*Continued from page* 1)

emption to CBS, permitting it to oppose the other applicants for the Channel 11 station.

"The test for the award of the grant," the St. Louis Amusement Co. brief said, "is a comparison of ability to operate a television station, which can be met only by Columbia."

The St. Louis Amusement Co. then asked the commission to dismiss the CBS application and the commission denied the motion. St. Louis then petitioned the Court of Appeals for review asking that the hearing be declared unlawful and that it be stayed until the CBS application was dismissed. The Appellate Court dismissed the petition.

The brief declared, "If this particular exemption is permissible under the law—which is the question in this case—there can be no assurance that it will be the only one. Future exemptions for favored parties will be possible."

Italian Issues

(*Continued from page* 1)

a close was furnished by Dr. Monaco's scheduled departure for Europe tomorrow.

In addition to the Italian situation, the board is expected to hear a first-hand report from Johnston of the new Anglo-U. S. film pact.

In the meantime, it was learned that the MPAA president plans to take his Coast trip next Tuesday, returning to Washington on Oct. 10.

Soon!

Walter Wanger's
One Thousand and one
Thrill-Packed Production of

The Adventures of HAJJI BABA

Color by
DeLuxe
CinemaScope

NAT "KING" COLE sings the hit song "Hajji Baba" in the picture

SEND FOR YOUR FREE RECORD!

START PLUGGING YOUR DATE NOW!

Contact RADIO-TV DEPT., 20th Century-Fox Films, 444 W. 56 St., New York 19, N. Y.

Produced by Allied Artists Pictures Corporation
Released by 20th Century-Fox

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 66 NEW YORK, U. S. A., MONDAY, OCTOBER 4, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

JUST getting under way now, the 1954 Variety Clubs International Christmas Salute campaign will continue to Jan. 15. The result can be of the utmost importance to the operation and usefulness of the Will Rogers Memorial Hospital at Saranac Lake, N. Y. The degree of success which the campaign achieves depends on every member of the industry.

The Christmas Salute has been the backbone of the financing for the hospital. This year's goal is $250,000, which Abe Montague, Charles Feldman and Moe Silver of the hospital's board are hopeful can be achieved by the contribution of one hour's pay by everyone employed in the industry.

•

The justification for generous support of the Will Rogers Hospital lies in its impressive record of help to the industry's tubercular, without charge, and in the value to mankind of one of its most important goals—the discovery of an anti-TB vaccine.

Illustrative of the first is the statement in Montague's annual report, as president of the hospital, that in 1950, when the industry took over full financial responsibility for it, 778 days were required to effect a cure. By last year, that period had been reduced to 391 days, or by about one-half.

•

This remarkable progress would not have been possible without the excellent laboratory and research equipment with which the hospital has been provided.

Now the Will Rogers Hospital is equipped to embark upon research in an attempt to discover a vaccine which could immunize man against his No. 1 killer.

Should this endeavor be crowned with success, no imagination is required to envision the importance of such a contribution to mankind, to the world of medical science and, as the instrument by which it was made possible, to the motion picture industry and its people.

The support of all of us is needed to carry on such work as well as to "care for our own."

New Categories

Johnston to Propose Hike In Production Code Fees

By MURRAY HOROWITZ

Increased Production Code service fees to producers will be proposed by Eric Johnston, president of the Motion Picture Association of America, when he confers with studio heads on the Coast this week, Johnston revealed here at the weekend.

Eric Johnston

Johnston, interviewed on Friday immediately following the breakup of the MPAA board of directors meeting here, said the increase was necessitated by the production drop, for one thing. Asked how much the increase would be percentage-wise, Johnston replied

(*Continued on page* 10)

Johnston to Confer On Academy Support

A bid by the Academy of Motion Pictures Arts and Sciences for financial support from the Motion Picture Association of America will be discussed on the Coast by MPAA president Eric Johnston.

Johnston, who is slated to leave Washington for the Coast tomorrow, will confer with studio officials regarding the bid, taken up at Friday's meeting of MPAA's board of directors.

While the board took no action on

(*Continued on page* 10)

McCraw Resigns VC Executive Director Post; Officers Meet

Col. William McCraw has resigned his position as executive director of International Variety Clubs to accept a judicial nomination in the Texas Criminal Court System, it was announced by George Hoover, international barker.

The announcement was made at French Lick, Ind., where the executive members of the organization met to discuss the expenditure of its $2,500,000 charity budget for the current year and to organize the agenda for the forthcoming international convention to be held next spring in Los Angeles.

Col. McCraw, formerly Attorney General of Texas, had held the Variety post for the past seven years. He is expected to remain in the office in an advisory capacity until his successor has been selected.

Among other business discussed, Hoover directed the attention of the conclave to the strengthened position of the international representatives. He stated that one of the chief aims of his administration will be to delegate enough authority to each of the nine representatives to enable them to

(*Continued on page* 10)

COMPO AUDIENCE POLL PLAN HITS SNAG OVER TELEVISION PROGRAM

A hitch, involving the use of TV, has developed in the Council of Motion Picture Organizations' plan to sponsor a nationwide audience star poll, a project originally designed to kick-off next January.

The hitch involves the question of whether to go ahead with the poll without first obtaining a tie-in television program as originally envisioned. Because of the apparent difficulty in packaging such a program, the question has been tossed back to COMPO's advertising and publicity executive committee, members of which currently are being canvassed as to their position.

Pending a decision by the advertising and publicity committee, it was

(*Continued on page* 11)

Mrs. Marston Heads New SAG Regionals

HOLLYWOOD, Oct. 3.—The board of directors of the Screen Actors Guild announces the creation of the position of Eastern and Midwestern regional director of the Guild and the appointment to the position of Mrs. Florence Marston, long-time ex-

(*Continued on page* 10)

Revised Schedule

20th to Make At Least 24 Films in '55

Skouras Says Eight Will Be Produced in England

Twentieth Century-Fox will produce at least 24 pictures next year, Spyros Skouras, president, said here at the weekend upon his arrival from the Coast following production conferences with Darryl F. Zanuck, vice - president in charge of production.

Spyros Skouras

Skouras told MOTION PICTURE DAILY that at least eight of next year's lineup will be produced in England and that an undetermined number would be

(*Continued on page* 11)

Pension Plan Set on Coast

HOLLYWOOD, Oct. 3.—After a year spent in working out methods and details, motion picture production, management and labor have announced completion of the first overall pension system in Hollywood history. Two hundred employers and 40 unions are parties to the agreement, which was signed late Friday and goes into actual operation on Oct. 24. The plan covers more than 18,000 workers in film production. It is the result of an agreement in principle arrived at in Oct. 1953.

The plan calls for each employee to

(*Continued on page* 10)

Concessions Won by U.S. on ANICA

More "equitable" representation for American film distributors on ANICA, the Italian distribution-exhibition organization, has been procured as a result of the week-long talks here between Italian and American film representatives, it was learned Friday.

In addition, the talks resulted in the

(*Continued on page* 10)

Personal Mention

NICHOLAS M. SCHENCK, Loew's president, and CHARLES C. MOSKOWITZ, vice-president, are scheduled to leave here Friday for the Coast.

•

CHARLES SIMONELLI, Universal Pictures advertising-publicity manager; PHILIP GERARD, Eastern publicity manager; JEFF LIVINGSTON, advertising manager, and HERMAN KASS, exploitation manager, returned to New York over the weekend from the Coast.

•

AL MANN, WALTER KELLY, CLAIR BEHNKE, HUBERT GRAHAM, BERNARD KEEVER, ROBERT ROGERS and ADOLPH BRICKER, members of the Paramount production staff on "The Ten Commandments," have left New York for Cairo, Egypt.

•

ALFRED H. TAMARIN, United Artists assistant national director of advertising-publicity, left New York over the weekend for Hollywood.

•

MIKE SIMONS, in charge of exhibitor relations for M-G-M, returned to New York on Friday from Missoula, Mont.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, left here at the weekend for Miami.

•

KAY LENARD, president of the Motion Picture Industry Council, is expected in New York today from Hollywood.

•

WILLIAM MOCLAIR, managing director of the Roxy Theatre here, and MRS. MOCLAIR will leave New York by plane tomorrow for the Coast.

•

EDWARD D. COHEN, Latin American supervisor for 20th Century-Fox's International Corp., has arrived in New York from Rio de Janeiro.

•

SPYROS P. SKOURAS, 20th Century-Fox president, returned to New York Friday from Hollywood.

•

ANTON DOLAN, British actor, arrived here yesterday from London via B.O.A.C. Monarch.

•

GEORGE WELTNER, Paramount International president, will leave here on Friday by plane for Paris.

•

FOSTER BLAKE, Universal Pictures Western sales manager, will leave here today for the Coast.

•

SOL SIEGEL, producer, is scheduled to arrive in New York today from London.

•

JOHN WOLFBERG, vice-president of Makelim Productions, is in Chicago from New York.

•

MICHAEL E. TURNER, British director, arrived here yesterday from London via B.O.A.C.

Heavy Advance Sale For TNT-Opera Show

Reports from theatres in four U.S. cities indicate that ticket sales for the closed circuit telecast of the Metropolitan Opera's opening night on Nov. 8 have made a good start, Nathan L. Halpern, TNT president, said here at the weekend.

Concerned with rumors of the cancellation of the presentation by TNT due to the difficulty in securing A T & T line clearance, Halpern stated that "the closed circuit event will take place, as all bookings have received line clearance."

The rumors began, Halpern said, when Dor Theatre Television cancelled its scheduled closed circuit presentation of the Philharmonic Symphony opening when A T & T line clearance could not be obtained.

Key Cities Report

"Early box-office reports indicate that advance ticket sales for the opera telecast have gotten off to a good beginning," Halpern said. The Loew's Capitol in Washington reported that an advance sale of $3,000 at the end of the first week in which tickets sold, the TNT executive said. "In five days, the Stanley Theatre in Philadelphia sold $2,500 in advance tickets with the 3,000 seat Indian Theatre in Indianapolis sold out for the closed circuit telecast," Halpern said.

The Paramount in Denver reported that 60 per cent of the house was sold out for the opera show, the TNT official added.

Cohen Testimonial In Hartford Tonight

HARTFORD, Oct. 3.—Several hundred persons are expected to attend tonight's testimonial dinner honoring Lou Cohen, Loew's Poli manager, and Mrs. Cohen, at the Statler Hotel.

The occasion, chairmaned by James F. McCarthy, Connecticut district manager of Stanley-Warner Theatres, marks the Cohens' 35th wedding anniversary and Cohen's 35th year in show business.

Harry F. Shaw, division manager, Loew's Poli-New England Theatres, is heading a regional circuit delegation.

Lt. Gov. Edward N. Allen is serving as toastmaster.

Leserman Resigns As Telemeter V-P

HOLLYWOOD, Oct. 3. — Carl Leserman, one of founders of the "telemeter" system of pay-as-you-see television, has announced his retirement from the executive vice-presidency of international Telemeter Corp. and relinquishment of its active management, although he will continue as an active member of the board of directors. Actual management will be administered by an operating committee consisting of Chester I. Lappen, Paul McNamara and Dr. Louis N. Ridenour.

Spokesman for the corporation told inquirers that Leserman's retirement does not signify any change in the status of Telemeter's plans for future activity in the field. The announcement included reference to several projects in the electronics field being developed by the corporation but which have no theatrical connection.

Kaufman, Former SW Buyer, Killed

CLEVELAND, Oct. 3.—Funeral services for Louis J. Kaufman, 69, who retired two years ago as a film buyer for Stanley Warner Theatres, were held here yesterday. He was killed instantly last Thursday when his convertible and a tractor trailer collided near Salem, O.

He is survived by his wife, Sarah G. Kaufman, and five sisters, Mrs. Jenny Sampliner of Los Angeles; Mrs. Irene Benjamin of Los Angeles; Mrs. Yolanda Davidson of Cleveland; Mrs. Gizella Block of Cleveland and Mrs. Elsa Steiner of Tulsa, Ariz.

Zeda Betsy Hix

HOLLYWOOD, Oct. 3. — Services were held on Friday at Forest Lawn for Zeda Betsy Hix, wife of publicist Don Hix, who died here last Wednesday. Survivors include her husband and two children.

Mrs. Bessie Cooke Cohn

HOLLYWOOD, Oct. 3. — Funeral services were held here yesterday at Forest Lawn Cemetery for Mrs. Bessie Cooke Cohn, wife of M-G-M studio executive J. J. Cohn, who died last week.

Early-Day Motion Picture Equipment To Be Contained in Museum on Wheels

ROCHESTER, N. Y., Oct. 3.—The motion picture museum on wheels, which was completed here last week at Eastman House and which will make its first New York appearance under the sponsorship of Loew's Theatres, is housed in a 33-foot trailer.

Included in the museum will be early motion picture apparatus mechanized to be put into operation by the visitor. The first of these is the Bootrope, a whirling drum with slits, the predecesor of the motion picture. The second will be an original Lumiere projector of 1895. The third will be an early Edison projector.

Above these exhibits will be transparencies of a Praxinoscope (early animated cartoon viewer), the first film poster in the world and Edison's peep show Kinetoscope.

A large still display will illustrate notable films and film personalities of a half century. A color camera, a complete projector unit circa 1913, and a newsreel camera of that period will be featured. Visitors will be invited to work an actual Mutoscope—a mechanical peep show.

'Jubilee' to Mark Loew's Theatres' 50th Anniversary

Loew's Theatres in Greater New York on Wednesday will begin a two-month celebration of Loew's "Golden Jubilee," marking the fiftieth anniversary of their founding by the late Marcus Loew.

Ernie Emerling, Loew's ad-publicity head, and his staff, assisted by the managers of more than 50 Gotham theatres, are planning an enthusiastic campaign which will involve all forms of motion picture theatre promotion—newspapers, radio, TV, screens, and exploitation.

Started as Penny Arcade

The "Golden Jubilee," marking the progress of Loew's from the penny arcade era to today's plush showplaces, will be exploited to the fullest, with greatest attention to be given to selling the lineup of films booked for the "Jubilee" period. The schedule includes: Martin and Lewis in "Living It Up" (Paramount); "Seven Brides for Seven Brothers" (M-G-M); "Betrayed" (M-G-M); "The Caine Mutiny" (Columbia); "Rear Window" (Paramount); "On the Waterfront" (Columbia); "Sabrina" (Paramount) and "Brigadoon" (M-G-M).

At noon tomorrow, a Times Square demonstration will launch Loew's "Golden Jubilee Motorcade," composed of floats on the first four attractions and a motion picture museum, created by the George Eastman House of Rochester. The motorcade will visit all Loew's Theatres in the metropolitan area, then be broken down into separate units to ballyhoo the individual pictures as they play off. The museum will later visit schools throughout the city.

Radio-TV Drive Slated

Newspaper advertising will be amplified during the campaign and an eight-week radio-TV campaign is scheduled. All Loew's Theatres will feature special Jubilee birthday cakes and decorations.

Loew's out-of-town theatres will stage "Golden Jubilee" campaigns when the quality of bookings warrants.

Mrs. Janet Sayles

ALBANY, Oct. 3.—A Requiem Mass was celebrated yesterday in St. James Church here for Mrs. Janet Sayles, widow of Alex Sayles, long-time manager of Fabian's Palace until his death last year. Mrs. Sayles died last Wednesday. She formerly operated a women's shop here. Survivors of the deceased are a brother and two sisters.

Leopold Atlas, Writer

HOLLYWOOD, Oct. 3.—Leopold Atlas, screen writer who received the Academy Award nomination for "The Story of G. I. Joe," died here at his home. Other works of Atlas include the screenplay "Tomorrow the World" and the stageplay, "Wednesday's Child."

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"it's a pleasure to do business with 20th!"

"It is our policy to do business with an exhibitor the way he likes to do business."

A. Schwalberg

BECAUSE OUR FUTURE IS YOUR FUTURE . . .

please turn . . .

it's a pleasure
to do business w

all these great 20th Century-Fo

CinemaScop

boxoffice attractions!

3 COINS IN THE FOUNTAIN
Color by Deluxe • starring Clifton Webb
Dorothy McGuire • Jean Peters
Louis Jourdan

PRINCE VALIANT
Color by DeLuxe • starring James
Mason • Janet Leigh • Robert Wagner
Debra Paget • Sterling Hayden

it's *your* pleasure to play them in
genuine 4-track high fidelity magnetic stereophonic sound
or
1-track high fidelity magnetic sound
or
1-track optical sound

THE ROBE

Color by Technicolor • starring Richard Burton • Jean Simmons • Victor Mature Michael Rennie

How to Marry a MILLIONAIRE

Color by Technicolor • starring Marilyn Monroe • Betty Grable • Lauren Bacall and William Powell

BENEATH THE 12-MILE REEF

Color by Technicolor • starring Robert Wagner • Terry Moore • Gilbert Roland

KING OF THE KHYBER RIFLES

Color by Technicolor-Deluxe • starring Tyrone Power • Terry Moore Michael Rennie

HELL and HIGH WATER

Color by Technicolor • starring Richard Widmark • Bella Darvi with Victor Francen

NIGHT PEOPLE

Color by Technicolor • starring Gregory Peck Broderick Crawford • Anita Bjork Rita Gam

RIVER OF NO RETURN

Color by Technicolor • starring Robert itchum • Marilyn Monroe • Rory Calhoun

Leonard Sillman's NEW FACES

in Glorious Color • starring Ronny Graham Eartha Kitt • Robert Clary • Alice Ghostley Released by 20th Century-Fox

Demetrius and the GLADIATORS

Color by Technicolor • starring Victor Mature • Susan Hayward • Michael Rennie Debra Paget • Anne Bancroft Jay Robinson

GARDEN OF EVIL

Print by Technicolor • starring Gary Cooper • Susan Hayward • Richard Widmark with Hugh Marlowe

BROKEN LANCE

Color by Deluxe • starring Spencer Tracy Robert Wagner • Jean Peters Richard Widmark

please turn . . .

it's *always* a pleasure to do business with 20th!

October!

OTTO PREMINGER presents
OSCAR HAMMERSTEIN'S

CARMEN JONES

Produced and Directed by Otto Preminger
Books and Lyrics by Oscar Hammerstein, 2nd
Color by De Luxe • Released by 20th Century-Fox

November!

Black Widow

starring

Ginger ROGERS • Van HEFLIN • Gene TIERNEY • George RAFT

Produced, Directed and
Screen Play by
NUNNALLY JOHNSON

Color by
DE LUXE

...WITH ALL THESE WONDERFUL CINEMASCOPE ATTRACTIONS COMING YOUR WAY!

Now!

DARRYL F. ZANUCK'S production of

THE EGYPTIAN

Color by DE LUXE

October!

Woman's World

Print by TECHNICOLOR

starring
Clifton WEBB
June ALLYSON
Van HEFLIN
Lauren BACALL
Fred MacMURRAY
Arlene DAHL
Cornel WILDE

Produced by CHARLES BRACKETT • Directed by JEAN NEGULESCO

October!

Walter Wanger presents

***The Adventures of* HAJJI BABA**

Color by DE LUXE

storring
John DEREK • Elaine STEWART
Thomas GOMEZ

Produced by Allied Artists Pictures Corp.
Released by 20th Century-Fox

Jovember!

Désirée

starring
MARLON BRANDO
JEAN SIMMONS
MERLE OBERON
MICHAEL RENNIE

Color by DE LUXE

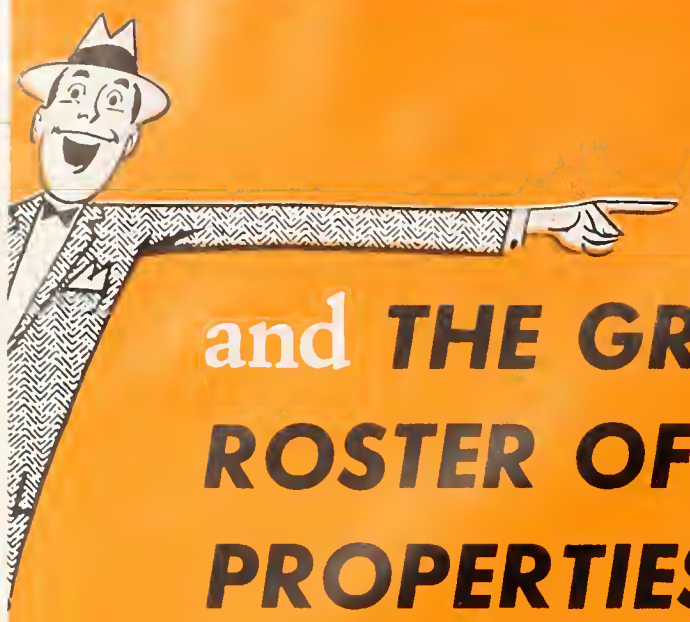
For the Xmas-New Year's Holidays!

Darryl F. Zanuck presents **IRVING BERLIN'S THERE'S NO BUSINESS LIKE SHOW BUSINESS**

starring Ethel MERMAN
Donald O'CONNOR
Marilyn MONROE
Dan DAILEY
Johnnie RAY
Mitzi GAYNOR

Color by DE LUXE

please turn...



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"it's a pleasure to do business with 20th!"

UNTAMED
Tyrone Power · Susan Hayward
Richard Egan · Rita Moreno

THE RACERS
Kirk Douglas · Bella Darvi

PRINCE OF PLAYERS
Richard Burton as Edwin Booth
Maggie McNamara

THE SEVEN YEAR ITCH
Marilyn Monroe · Tom Ewell
A Charles K. Feldman—Billy Wilder Production · Directed by Billy Wilder
Original Play by George Axelrod
Screen Play by Billy Wilder and George Axelrod

WHITE FEATHER
Robert Wagner · John Lund
Debra Paget · Jeffrey Hunter
A Panoramic Production

SOLDIER OF FORTUNE
Clark Gable

A MAN CALLED PETER

LORD VANITY
Samuel Shellabarger's finest nove

DADDY LONG LEGS
Fred Astaire and Leslie Caron

THE LEFT HAND OF GOD

SIR WALTER RALEIGH

THE GUN AND THE CROSS

THE ENCHANTED CUP

THE QUEEN OF SHEBA

THE GIRL IN THE RED VELVET SWING

THE WANDERING JEW

TIGRERO!

PINK TIGHTS
Frank Sinatra · Sheree North

THE MAN WHO NEVER WAS

SABER TOOTH

ALEXANDER THE GREAT
Produced by Frank Ross

THE IRON HORSE

THE KING AND I
by Rodgers and Hammerstein

THE GREATEST STORY EVER TOLD
The Greatest Life Ever Lived as told by Fulton Oursler

To Show New Type Drive-in Screen At Allied Conclave

MILWAUKEE, Oct. 3.—Drive-in theatre owners in attendance at national Allied "product convention" here will be invited to visit the Victory Drive-in Theatre on Wednesday night, Oct. 13, to witness a special demonstration of the new Manco-Vision extruded aluminum drive-in screen which was developed after two years' research by the Motion Picture Research Council.

The extrusions for this screen are manufactured by the Aluminum Corp. of America and finished by the Manco Plating Co. of Los Angeles.

First to Be Installed

Samples of this screen will be on display at Allied's convention trade show. The first screen of its type to be installed is at the Victory. J. B. Schuyler, distributor of the Manco-Vision screen, has arranged for a demonstration during the convention for those exhibitors who register at the Manco-Vision booth. Schuyler states that the special characteristic of this screen is an increase in picture brightness of approximately 300 per cent as compared to a freshly painted white screen. This, he says, represents a considerable increase in light, especially when considering the importance attached to light increases of 10 per cent to 30 per cent with cut-down shutter blades and high-current carbons.

Says Patrons Note Improvement

Schuyler further states that the 300 per cent increase in light is readily discernible by all patrons of the drive-in theatre because there is no falling off at the sides "until you go beyond 45 degrees from the center line of the theatre and, if the screen is properly installed, there is still a tremendous amount of illumination between 45 degrees and 55 degrees off of the center line." The screen is available in panels six inches in width and six feet long which are placed together in a tongue and groove arrangement like flooring.

Award for 'Lovers'

"The Young Lovers," a J. Arthur Rank Organization presentation, has been awarded the Edinburgh Film Festival's Diploma of Merit for high

Oldest Cashier to Be Cited by Allied

Kate Gould, 87 years old, who has cashiered at the Crystal Theatre, Glencoe, Minn., since 1909 and who is still punching out tickets each night to the patrons of the Theatre, will be feted at the silver anniversary convention of national Allied, scheduled for Oct. 12-14 at the Schroeder Hotel in Milwaukee. She is said to be the oldest cashier in the nation.

The Crystal Theatre is operated by her son, George C. Gould, who is a member of North Central Allied.

Mrs. Gould was the subject of several feature newspaper stories in the Minneapolis and St. Paul newspapers and a few months ago, she appeared on the TV show "Welcome Travelers."

Reviews

"The Detective"

(Columbia)

HUMANITY is the keynote of this Columbia Pictures production, "The Detective," which is based on the Father Brown stories by G. K. Chesterton. With British actor Alec Guinness turning in a deft portrayal as the priest, whose philosophic methods in getting noted criminals to become good citizens is allied to a certain amount of amateur detective work, producer Paul F. Moss has turned out a light, amusing story which should do well at the box office.

Chesterton's stories about Father Brown have been very well received in the past and this film should also be well liked by audiences everywhere. Thelma Schnee's screenplay has captured all over the warmth and sentiment of Chesterton's stories.

Guinness, as Father Brown, is found alongside an open safe returning money stolen by his latest convert. After spending the night in jail, he is admonished by his bishop and informed that the treasured Catholic Cross of St. Augustine is to be sent to Rome for the Eucharistic Congress and that police believe that the famed continental thief, Flambeau, will try to steal it. Guinness has marked down Flambeau as his next convert and he decides to take the cross himself to the Congress.

Despite all of the precautionary measures taken on the trip to the Congress, Flambeau steals the cross from Guinness revealing himself in the catacomb of Paris to the priest. Father Brown, upon return to England, learns that he has two weeks in which to recover the cross from Flambeau prior to the start of criminal proceedings which are about to be lodged because the cleric conspired to defeat the law. Utilizing a decoy, Father Brown again meets up with the famed Flambeau and prevails upon the thief to mend his ways, but police hinderance causes the cleric and the thief to part hurriedly.

Guinness, realizing that he is pressed for time, searches the Paris Archives Nationales for background information about Flambeau and after securing it, rushes to Flambeau's home. There he finds Flambeau, all of the thief's stolen treasures and remembrances of Flambeau's youth. Once again the police burst in on the scene and Father Brown is thwarted in converting the thief. However, Father Brown recovers his cross, but believes he loses his convert in Flambeau. Back in his parish, Father Brown is preaching in the pulpit and he suddenly looks up to see the great Flambeau enter the church seeking the good life.

Others in the cast, turning in warm performances which enhance the picture's value, are Peter Finch, Joan Greenwood, Cecil Parker and Bernard Lee. The picture was produced by Paul F. Moss and directed by Robert Hamer.

Running time, 91 minutes. General audience classification. Release not set.

LESTER DINOFF

"The Sleeping Tiger"

(Insignia Films-Astor)

THE big selling point in this British-made Hanbury production is Academy Award winner Alexander Knox and Alexis Smith, both of whom turn in capable performances in this story about the house guest who makes love to his benefactor's wife. The third party in this story is British actor Dirk Bogarde, a hardened criminal who makes an unwilling deal with Knox in order to escape prison. As a whole, the film's interest lies in the love, hate, jealousy and criminal activities between Miss Smith and Bogarde.

Knox has the young criminal as a house guest for six months so that during that period of time Bogarde could be used as a "guinea pig" in the psychiatrist's work. Miss Smith, the wife of Knox, at first is antagonistic toward Bogarde. While her husband is heavily engrossed in his work, and in turn neglects his wife, Miss Smith and Bogarde fall violently in love.

The criminal, a supposed cured person during his stay at the house, continues with his robbing of jewelry stores. After one theft, the police are thwarted in their arrest of Bogarde by Knox who alibis for him. Bogarde, stunned by Knox's move in assistance, reveals all of his past and decides to go straight and also decides to end his illicit love affair with Miss Smith. The film ends with Bogarde and Miss Smith, who in one sequence is effective in portraying a rejected lover, involved in a fatal automobile accident.

Others in the cast are Hugh Griffith, Patricia McCarron, Maxine Audrey and Glyn Houston. Victor Hanbury produced and directed Derek Frye's screenplay which was based on a novel by Maurice Moiseiwitsch. Music was composed by Malcolm Arnold and conducted by Muir Mathieson.

Running time, 89 minutes. Adult classification. October release. L. D.

RCA Dividend on Common, Preferred

A quarterly dividend of 25 cents per share on the common stock of the Radio Corp. of America, payable Nov. 22 to holders of record on Oct. 15, was announced at the weekend by Brig. Gen. David Sarnoff, chairman of the board, following a regular meeting of the board of directors.

At the same meeting, a dividend of 87½ cents per share was declared on the first preferred stock for the period Oct. 1 to Dec. 31, payable Jan. 3 to the holders of record on Dec. 13.

Critic-Award Set by Am. Cinema Editors

HOLLYWOOD, Oct. 3. — The plan for bestowing a "Critics Award" on film editors voted the year's best by press critics has been approved by the membership of American Cinema Editors. Separate awards will be made for theatrical film editing and television film editing.

The press critics will vote by ballots posted to Price, Waterhouse & Co., accountants, with the results to be announced at a cocktail party scheduled for Oct. 19.

People

Spyros P. Skouras, president of 20th Century-Fox, was host at a dinner held Friday evening at the 21 Restaurant here in honor of Stephanos Stephanopoulos, permanent representative from Greece to the United Nations.

Joseph E. Levine, president of Ambassy Pictures Corp., will be host today at a luncheon in the Hotel Bradford, Boston, for circuit heads, independents, buyers and bookers concerned with Levine's package offering of two Selznick films, "Notorious" and "The Farmer's Daughter."

Dr. Elmer W. Engstrom, executive vice-president of Radio Corp. of America in charge of research and engineering, has been elected to the board of directors, it has been announced by **Brig. Gen. David Sarnoff,** chairman of the board.

Roy Anderson, assistant to **Neal Astrin,** manager of the United Artists playdate department, is the father of a daughter born last week to **Mrs. Anderson** at Mary Immaculate Hospital, Jamaica.

Robert J. Stein, formerly assistant foundry director of Acme Aluminum Alloys, Inc., Dayton, Ohio, has joined Allen B. DuMont Laboratories, Inc., as manager of the Dayton office of that company's government contract division.

Jan Sterling, star of Allied Artists' "The Human Jungle," is in Boston for personal appearances in connection with the opening of the picture in that city, which will take place Thursday at the Paramount and Fenway theatres.

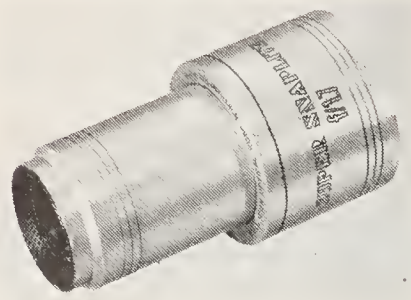
Larry Davee, sales manager and engineer of the Century Projector Corp., will give an illustrated talk today at a meeting of the New York State Association of Motion Picture Projectionists at its fall meeting at the American Legion Home, Ithaca, N. Y. on modern projection and sound systems.

Mrs. Kate Wright has resigned from Kay Film Exchange in Atlanta and has returned to her former post at Astor Pictures.

Harry Parmenter has joined the Florida State Theatres accessories department in Jacksonville. **Laurel Barton** has resigned from the circuit's booking department.

Herman (Dusty) Rhodes, drive-in operator in Georgia and Alabama, has been dismissed from an Atlanta hospital where he recuperated from a heart attack.

In the THEATRE Equipment *& Refreshment* World . . . *. . with RAY GALLO*



The Kollmorgen Optical Corp., New York, has added two new *f*/1.7 projection lenses to its "Super Snaplite" line. The *f*/1.7X lens is for use with projectors where the lens mount encroaches on the light path when short focal length lenses are used, while the *f*/1.7 *lens* is for application where vignetting is not a problem. Both lenses are available in focal lengths from 2 to 4 inches inclusive, in one-quarter inch steps.

•

For theatres where requests for coin change (for telephones, vending machines, etc.) is an extra burden on sales personnel, Continental Coin Devices, Inc., Cicero, Ill., has a new automatic change-maker. A compact unit, it can be mounted on a stand or on the wall or simply placed on the counter. It is simple to operate and includes such safety features as a slug rejector, reinforced lock and a heavy-duty cabinet.

•

Charles Vonesh has been named head of the field service department of Motiograph, Inc., Chicago. He is a member of Chicago Local 110 *of the IATSE and is an experienced projectionist and engineer. He succeeds J. W. Hucklcberry, of Local* 281, *who has joined Motiograph's engineering department.*

•

The Rowe Corporation, New York, manufacturer and operator of automatic merchandising machines, has purchased the principal assets of Spacarb, Inc., automatic cup drink machine manufacturer. Rowe president Robert Z. Greene reports that Spacarb, Inc., will be liquidated and a new Rowe division—Rowe Spacarb, Inc.—formed to continue the manufacture and markteing of the complete Spacarb line of drink dispensers as well as the "Auto-Snak" common front for "automatic cafeterias."

•

As compact storage units for employees' apparel and valuables, the Precision Equipment Co., Chicago, has some new locker racks. They consist of steel box lockers for hats, purses, etc., and an iron pipe rod for coats. The units may be had in capacities ranging from 15 *to* 38 *locker openings.*

McCraw

(*Continued from page* 1)

act as a liaison office to service both local and international interests.

"This move," Hoover commented, "is necessary because our organization has grown so rapidly. Today there are 45 tents throughout the world and we must install an efficient delegation of authority system."

The international chief barker appointed a committee to meet in Pittsburgh to discuss the procedural aspects of the selection of the annual Humanitarian Award winner. The Pittsburgh sportscaster, "Rosy" Rosewall, will head this group. On a motion made by Edward Emanuel, international property master, it was decided to expand the selection procedure.

The head of the Heart Committee, Nate Golden of Washington, announced arrangements for national broadcast coverage at the dinner when the Humanitarian Award winner will be announced.

Mrs. Marston

(*Continued from page* 1)

ecutive secretary of the Guild's New York branch.

Selected by the New York council of the Guild to succeed Mrs. Marston as New York executive secretary, and confirmed in that position by the Guild's board of directors, is Harold M. Hoffman, formerly executive secretary of the Eastern branch of Theatre Authority. Hoffman, a graduate of Fordham Law School, previously was assistant executive secretary of the New York local of the American Federation of Television and Radio Artists, being with that organization from 1944 to 1953.

TV Films a Factor

Expansion of Guild activity in Eastern and Midwestern states, mainly because of television motion pictures, led the Guild board to enlarge the Guild's national organization setup.

Mrs. Marston will oversee Guild activities in Boston, Chicago, Cincinnati, Cleveland, Detroit, New York and Pittsburgh, and in such other cities as may be organized in the future. She will have her headquarters in the office of the New York branch and will serve as one of the Guild's representatives on the international board of the Associated Actors and Artistes of America, popularly known as the Four-A's, AFL parent of all actors' unions.

Pension Plan

(*Continued from page* 1)

contribute two cents of each working hour of straight time, which will be matched in the equivalent amount by the employer. Employees will begin making this contribution on Oct. 24 and the employers will begin on Oct. 26, after first making a contribution representing the period of the past year. No pensions will be granted, however, until 1960.

Six Groups Not Covered

Not included in the plan are six particular work classifications. They are actors, writers, directors, musicians, extras and unit managers.

All classes of management, including independents and major producers, are parties to the plan.

The Bank of America will handle the finances of the project.

George Flaherty, international representative of the IATSE, was named first chairman of the pension fund, with Ralph Clare, of the Teamsters Union, as vice-chairman.

PCA Fees

(*Continued from page* 1)

that the boost would be a graduated one, related to introducing new categories.

At present, Code service fees are broken into seven categories, varying from a $1,150 fee for a film, the negative costs of which exceeds $500,000, to a $100 fee where the negative cost is less than $50,000. All shorts are charged $50 for the Code seal.

Johnston, obviously pleased at the results of the Italian talks, said that an "amicable" arrangement had been effected on all outstanding issues, accruing from the recent Italian-U.S. pact.

Johnston, who is slated to leave Washington tomorrow for the Coast, is expected to return on Oct. 10.

Johnston-Academy

(*Continued from page* 1)

the request for support, there was reported to be considerable sentiment in granting the Academy some aid. The amount sought was said to be in addition to the money received by the Academy for its annual "Oscar" TV Oldsmobile sponsored show. The Academy's TV show has been its prime source of income since MPAA discontinued its financial support.

ANICA Concessions Won

(*Continued from page* 1)

allocation of at least eight U.S. films to be handled by Italian distributors, it was further learned.

Expressions of mutual satisfaction from both sides came in a prepared statement, issued jointly by Motion Picture Association of America president Eric Johnston and Dr. Eitel Monaco, of the Italian delegation.

The joint statement declared, in part, "We have just completed a series of discussions on mutual problems of the Italian and American motion picture industries. The sessions were conducted in a spirit of friendliness and cooperation and agreement was reached on all points under discussion."

Following completion of the discussions a luncheon honoring the Italian delegation was given by American film industry leaders at the Harvard Club. The host at the luncheon was Johnston.

In addressing the group at the luncheon, Dr. Monaco said, in part, "May I express the wish that within the framework of the friendship existing between our two countries our relations will evolve from a simple interchange to a happy status of genuine co-production."

It was understood that Metro-Goldwyn-Mayer, despite Italian overtures, has remained firm in its position in remaining out of ANICA, despite the concessions won by the American film companies.

Reade, Simons Best Western Blizzards

Blizzards sweeping the northern Rocky Mountain states last week nearly marooned Walter Reade, Jr., Theatre Owners of America president, and M. L. Simons, M-G-M director of customer relations, who were guests at the Montana Theatre Owners convention in Missoula Thursday.

To keep his engagement as convention speaker, Reade was obliged to make a 208-mile trip by taxi from Great Falls, where his plane flight was grounded. Both he and Simons had to take taxi planes to out-of-the-way cities in order to catch a return flight East on Friday.

The board of directors of the Montana organization after hearing an explanation of M-G-M's Ticket-Selling Workshop from Simons, invited him to schedule a session in connection with the spring convention next May.

'Duel' Strong in Toronto

The re-issue of David O. Selznick's "Duel in the Sun" grossed $3,775 for its opening day in five Toronto-area theatres, according to figures received here by the distributors. On the basis of these figures, the picture appears headed for a $20,000 week.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946

(Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION.

Of MOTION PICTURE DAILY, published daily (except Saturdays, Sundays and Holidays), at New York, N. Y., for October 1, 1954.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher and Editor-in-Chief, Martin Quigley, 1270 Sixth Avenue, New York City; Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Managing editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Business manager, Theo. J. Sullivan, 1270 Sixth Avenue, New York City.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Quigley Publishing Company, Inc., 1270 Sixth Avenue, New York City; Martin Quigley, 1270 Sixth Avenue, New York City; Gertrude S. Quigley, 1270 Sixth Avenue, New York City; Martin Quigley, Jr., 1270 Sixth Avenue, New York City.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.) 5,231.

THEO. J. SULLIVAN,
(Signature of business manager.)

Sworn to and subscribed before me this 29th day of September, 1954.

(SEAL) ROSE W. HORNSTEIN.
(My commission expires March 30, 1955.)

Drive-in Forum at TOA Convention Is Slated for Nov. 3

A fourth open forum, devoted to drive-in theatres, has been scheduled for the 1954 Theatre Owners of America convention and TESMA-TEDA-TOA-IPA trade show, Oct. 31 through Nov. 4, at the Conrad Hilton Hotel, Chicago.

Under the supervision of Jack D. Braunagel and William T. Powell, co-chairmen of the TOA drive-in committee, the forum, set for Wednesday morning, Nov. 3, will include short reports on vital problems from the nation's drive-in theatre experts, followed by a question-and-answer period.

Screen Important, Says Braunagel

"The main thing that everyone will be interested in is what to do about his screen," said Braunagel. "I believe it would solve every problem if the film companies would make an announcement that CinemaScope pictures would be available in regular wide screen prints. I do not feel that one drive-in operator in 10 would then worry about changing his screen, as the only reason he wants to put in CinemaScope is due to shortage of product, not because of the method."

Tentatively scheduled for discussion at the forum are the following:

1. Availability of regular prints on CinemaScope pictures.
2. What steps can be taken to control dust in drive-in theatres inexpensively.
3. Higher priced items in snack bars and results.
4. Screen surfaces on larger screens and costs.
5. Indoor auditoriums in outdoor theatres.
6. Stage attractions in drive-ins.

Miscellaneous other subjects undoubtedly will be brought up at this forum, Braunagel pointed out. Names of the panel members for the forum will be announced later.

Other Forums Scheduled

Other forums on the TOA convention agenda will include concessions, theatre equipment and new processes, and prohibitive film rentals and stimulation of independent production.

Personalities Plug 5 Fox 'Scope Films

Nine personalities are currently publicizing five 20th Century-Fox CinemaScope productions in New York, the film company announced. Arlene Dahl is here for promotion on "Woman's World." Producer Walter Wanger and Elaine Stewart are publicizing "The Adventures of Hajji Baba."

"Carmen Jones" is being promoted by Otto Preminger, Dorothy Dandrige and Olga James with Harry Belafonte arriving next week. Merle Oberon is ballyhooing "Desiree" with Johnnie Ray and cameraman Leon Shamroy campaigning for "There's No Business Like Show Business."

'Contessa' Debut: $11,500

"The Barefoot Contessa" grossed $11,500 at the Capitol Theatre on Broadway on its first day that matched the pace set by "Moulin Rouge," the greatest United Artists money-maker to play the showcase, UA announced.

Asides & Interludes

—by Al Steen

A MEEK little exhibitor in upstate New York was standing in front of his 350-seat theatre the other day when a big truck from a theatre supply house pulled up to the curb.

"Okay, buddy," said the driver, "here's your CinemaScope screen, stereophonic sound equipment, anamorphic lenses and new projectors."

"But—but," sputtered the exhibitor. "All I ordered was a box of carbons."

"Can't help that," yelled the driver. "This order says CinemaScope screen, stereophonic sound equipment, anamorphic lenses and new projectors."

"Well, all right," said Mr. Milquetoast, "unload it. But if your company makes another mistake like this, I'll have to deal with another outfit."

* * *

Perhaps you heard about the Hollywood accountant who used to prepare income tax returns for clients. Well, he had always dreamed of some day being able to retire to a Pacific island. He got his wish. He now lives on an island in the Pacific—Alcatraz.

* * *

We don't believe this, but director George Sidney tells it, says Dave Epstein. A tornado struck a Florida drive-in and buckled the screen so that it was almost doubled. The exhibitor immediately advertised the premiere of his new curved screen process.

* * *

And Noel Meadow recalls that news item recently about the Brooklyn kid who started out for a picture show, got side-tracked to the piers and boarded the S.S. "United States" and unintentionally took a voyage to England with 17 cents in his pocket. And all the time his grandmother thought the boy was at a double-feature program. Noel thinks the grandma should have known better. He couldn't go to a theatre for 17 cents, but it was enough to make a round trip to Europe.

* * *

We just heard about the studio press agent who walked gloomily into his boss' office and said, "I guess I've pulled a boner."

"What happened?" asked the boss.

"Well, you know I've been assigned to give a build-up to that new starlet of ours. I suggested to her that she pretend to commit suicide as a publicity stunt."

"Yes—yes."

"Well, she was so conscientious that she refused to deceive her public. So she really killed herself."

* * *

Which reminds us of an independent press agent—brand new to the business—who was not doing so well for his one and only client. The actor-client gave him three days to get his name in print. On the final day, the actor phoned his press representative.

"Did you get me in print?" he asked.

"You bet I did," gleefully replied the hungry fellow.

"Wonderful. What did you do?"

"I just had your name put in the telephone directory."

* * *

That leads us to the story about the down-at-the-heels actor who bragged that he had an unlisted telephone. It wasn't listed anywhere because he couldn't afford one.

* * *

An exhibitor friend of ours who has been bothered by vandals announced publicly that he would make the parents pay for all damage done to his theatre by their brats. One night he saw a little boy, who was sitting with his father, driving nail after nail into the seat in front of him. The exhibitor walked down the aisle, bent over and whispered to the father, "I hope you realize that what your little monster is doing is very expensive."

The father leaned over and whispered, "Not at all. I get the nails wholesale."

* * *

An exhibitor walked into a Midwest exchange and entered the manager's office.

Exhibitor: "Remember that picture you sold me last week? You said you would return my money if it wasn't satisfactory."

Manager: "You didn't have to bother coming to see me. I found your money to be perfectly satisfactory."

Paal Will Film Life Of Rubens, Painter

The life story of Sir Peter Paul Rubens, famous European painter, will be produced by Alexander Paal in the original locales in which the artist lived, with Jose Ferrer in the role of Rubens. The film will be called "The Garden of Love," which is the title of one of the painter's best known works.

Paal is now in London to complete arrangements with Kurt Frings, Ferrer's agent.

Three Italian Films Acquired by Carroll

Three Italian feature films have been acquired by Carroll Pictures for release in the United States, it has been disclosed by Carroll L. Puciato, president of the distributing organization.

The pictures are: "Four Ways Out," featuring Gina Lollobrigida; "Princess Cinderella," a sequel to the well-known fairy tale, and "Children of the Madonna," a story of abandoned waifs on the streets of Naples.

Compo Poll

(*Continued from page* 1)

stated, the COMPO plan will not be submitted to the company presidents for their approval, a situation which may postpone the original starting date.

Meanwhile, COMPO's group insurance plan remains stymied by Allied's position, which could be changed if the Allied convention would reconsider the proposition and adopt a positive stand. At this stage, there is no indication of a changed Allied position, nor whether the proposed group insurance plan would be taken up at the convention. It is understood that COMPO representatives stand ready to outline the plan, if invited to do so by Allied leaders. The Allied board meeting at White Sulphur Springs, W. Va., last August, while it took no formal vote of disapproval of the plan, expressed strong negative reaction to it.

24 From 20th

(*Continued from page* 1)

made by independent producers for 20th Century-Fox release.

It is reported that the impressive results that have been obtained with the current and past CinemaScope attractions have resulted in a company move to revise the earlier estimates for the 1955 production schedule. These estimates had ranged as high as 36 pictures for 1955 production, but it is understood that the total will not reach that figure.

Col. Screens First CinemaScope Short

Columbia's first release in CinemaScope was tradeshown at the weekend. It is the latest in the U.P.A.-Mr. Magoo cartoon series, "When Magoo Flew," and it is quite possibly the funniest yet made. It uses the anamorphic lens to perfection and this, combined with the usual impeccable U.P.A. animation and color by Technicolor, adds up to an exhibitor's delight.

This time the nearsighted Magoo thinks he's going to the movies, but instead winds up in a plane. He not only unwittingly succeeds in helping a detective catch a criminal but causes general havoc. When the plane lands, Magoo still convinced he's been to the theatre, complains about the lack of a cartoon. Everything from 3-D pictures to "Dragnet" is satirized and the result is a wonderfully funny cartoon. It has no release date as yet, but it could be assumed that Columbia will release it in conjunction with its first feature-length film in CinemaScope. The running time is seven minutes.

J. R.

SPG to Celebrate 14th Year Oct. 15

The New York Screen Publicists Guild, the trade union which represents advertising, publicity and exploitation at 20th Century-Fox, Warner Brothers, Columbia, Universal and United Artists, will mark its 14th anniversary of the founding of the union by holding its "Movie Page Ball" on Oct. 15 at the Hotel Pierre here.

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VOL. 76. NO. 67 NEW YORK, U. S. A., TUESDAY, OCTOBER 5, 1954 TEN CENTS

Process Refined

Para. Shows Horizontally Projected VV

Special-use Development Enthuses Coast Audience

By WILLIAM R. WEAVER

HOLLYWOOD, Oct. 4.—On its great studio screen where VistaVision was first demonstrated to the trade and the press, Paramount today presented its special-purpose side-wheeling projection process, and with proportionate impact.

Whereas the first sight of its horizontally-fed camera's grain-free output came as a bolt from the blue to fascinated beholders, today's first showing of what can be done when VistaVision's horizontal screen image (almost thrice the normal film area) is projected from a likewise horizontal exhibition print was welcomed as a natural refinement of the process and the procedure.

Although developed primarily for special use in theatres and drive-ins with screens of extraordinary width

(*Continued on page 7*)

Brewer Rejoins Allied Artists

HOLLYWOOD, Oct. 4.—Roy M. Brewer, who resigned Allied Artists studio posts to run for the presidency of IATSE during the early summer, has returned to his former position at Allied, it was confirmed here yesterday by the film company.

It is expected that Brewer will resume his old position of executive assistant to the president of AA.

Phila. Holy Name Union to Launch Decency Crusade

Special to THE DAILY

PHILADELPHIA, Oct. 4.—A crusade for decency in entertainment and literature has been launched among the 120,000 men of the Holy Name Union of the Philadelphia Catholic Archdiocese.

The first phase of the campaign, which will start this fall, is limited to motion pictures, and the plan is to enlist all Catholics to patronize only those motion pictures approved by the National Legion of Decency. Later, the laymen's group hopes to broaden

(*Continued on page 7*)

'Too Many Problems'

SEE D-J REJECTING NT PRODUCTION BID

Assistant Attorney General Says He Does Not See Very Much Chance of Approval

By J. A. OTTEN

WASHINGTON, Oct. 4.—Top Justice Department officials are inclined at the moment against approving National Theatres' request to enter the financing and production of motion pictures. In the opinion of Stanley N. Barnes, Assistant Attorney General in charge of the anti-trust division, such a move "would raise too many very difficult problems."

Barnes said that National Theatres offcials had discussed the subject in conferences with the Justice Department, but that the theatre company had not made a complete submission of the facts as yet. "I don't want to pre-judge the question," Barnes said, "until I have all the facts from National Theatres."

Barnes added, however, that he didn't see "very much possibility" of Justice's granting approval to the National Theatres request.

Under the terms of the National Theatres consent judgment, the theatre company may ask the New York statutory court for permission to engage in distribution, and must show

(*Continued on page 7*)

German Will Head JDA Drive Again

William J. German, head of the W. J. German Corp., has again accepted the chairmanship of the Motion Picture Industry Division of the 1954 campaign in behalf of the Joint Defense Appeal. The announcement was made by Irving M. Engel, president of the American Jewish Committee, and Henry E. Schultz, national chairman of the Anti-Defamation League of B'nai B'rith.

JDA, the sole fund-raising arm of the AJC and ADL, is seeking to raise $5,000,000 to support programs for combatting bigotry and discrimination.

German has been active for many years in philanthropic and civic activities in the motion picture industry.

1st in SuperScope, 'Big' to Premiere

HOLLYWOOD, Oct. 4.—The first picture to be made in the SuperScope process, "The Big Rainbow," will have its world premiere at the Fox Theatre, St. Louis, Mo., on Dec. 21, C. J. Tevlin, vice-president in charge of

(*Continued on page 7*)

16mm. Briefs to Be Filed Oct. 18

HOLLYWOOD, Oct. 4.—Federal Judge Harry C. Westover today asked government counsel and defendants in the Justice Department's 16mm. case against the film companies to file briefs on Oct. 18 comprising statements of issue in the anti-trust suit.

The counsel for the U. S. government said that the plaintiffs' objections to interrogatories supplied by the defendants will have been filed by that time and asked the court to set the earliest possible trial date. The court indicated that the date for the trial will be set following the Oct. 18 hearing or may at that time say definitely when such a date may be arrived at.

Seeks Policy Reversal

TOA Asks $10,000 from MPAA for Convention

By MURRAY HOROWITZ

Theatre Owners of America has filed a request for $10,000 with the Motion Picture Association of America for support of TOA's forthcoming annual convention in Chicago, it was learned here yesterday.

The bid, which seeks a reversal of last year's MPAA's position, was entered within the past few days, it was stated. MPAA last year declined requests from TOA and Allied for financial support of their respective annual conventions, with some company heads contending that they should not financially support meetings in which the production-distribution policies of their companies are denounced.

Allied this year has not filed a request for MPAA contributions to this

(*Continued on page 7*)

1955 WORLD FILM FESTIVAL FOR HOLLYWOOD PROSPOSED BY MPIC

Plans for holding an International Film Festival in Hollywood sometime in 1955 are being proposed by the Motion Picture Industry Council of Hollywood.

Kay Lenard, president of MPIC, arrived in New York from the Coast yesterday to discuss the project with representatives of key organizations.

Exploratory talks already have been held with State Department officials in Washington and MPIC has been assured of the complete cooperation of the Department in interesting for-

(*Continued on page 7*)

UA's "THE BAREFOOT CONTESSA"

"ACADEMY AWARD CANDIDATE!" —World-Tel. & Sun

Starring HUMPHREY BOGART · AVA GARDNER

Written and Directed by JOSEPH L. MANKIEWICZ

Color by TECHNICOLOR

Personal Mention

E. S. GREGG, president of Westrex Corp.; H. B. ALLINSMITH, vice-president, and R. O. STROCK, commercial engineering manager, have returned to New York from Hollywood.

•

CHARLES K. WHITMORE, photographer on Cecil B. DeMille's "The Ten Commandments," and CHARLTON HESTON, who will portray Moses in the film, have left here by plane for Cairo, Egypt.

•

DEBORAH KERR, accompanied by her husband, ANTHONY BARTLEY, and their daughters, will arrive in New York today from England aboard the "Queen Mary."

•

MARTY WOLF, assistant sales manager of Altec Service Corp., has returned to New York after attending several out-of-town exhibitor meetings.

•

NICK PERY, managing director in Continental Europe and the Near East for Columbia Pictures International, has arrived in New York from Paris.

•

WANDA HALE, film critic of the "New York Daily News," returned to New York from Europe yesterday on the "Ile de France."

•

ESTHER WILLIAMS has arrived in Indianapolis from Detroit. On Thursday she and her road-show unit will go to Cleveland.

•

L. D. NETTER, JR., Altec Service Corp. general sales manager, has returned to New York from Scranton.

•

RALPH RIPPS, M-G-M salesman in Albany, has returned there from New York.

•

LILLIAN GISH will leave Hollywood during the latter part of this week for New York.

•

ARTHUR SILVERSTONE, assistant general sales manager of 20th Century-Fox, left here last night for Dallas.

•

BORIS KARLOFF was among the passengers arriving here yesterday from Europe aboard the "Ile de France."

•

NINA FOCH left New York for Hollywood on Sunday.

Breen, Nugent Head Writers Guild Slate

HOLLYWOOD, Oct. 4. — Screen writers Richard Breen and Frank Nugent were named by the nominating committee as candidates for the presidency of the newly formed Writers Guild of America (West) topping a slate of 146 candidates for 73 positions to be filled when all Coast writers in motion pictures, radio and television meet here on Nov. 17.

Other candidates for the top positions are Gomer Cool and Paul Franklin for vice-president, Curtis Kenyon and Erna Lazarus for secretary-treasurer.

Four Major Issues Set for Discussion at TOA Meet

By LESTER DINOFF

Four major industry issues—arbitration, industry coordinator, overseas liaison, and product and print shortages—are expected to highlight the 1954 Theatre Owners of America annual convention which takes place in Chicago, Oct. 31 to Nov. 4, at the Conrad Hilton Hotel.

Members of the theatremen's group will also, it is expected, approve the TOA nominating committee's slate of officers which will head the organization in 1955.

TOA general counsel, Herman Levy, in one session, will inform exhibitors as to the latest advances and developments made in preparing a set of rules and regulations for industry arbitration. The joint exhibitor-distributor drafting committee has completed a preliminary draft and the distribution attorney, Adolph Schimel of Universal, is reported now studying it.

Will Have Wide Influence

In another important segment of the convention, the subject of an industry coordinator will be thoroughly discussed with the possible naming of a leading exhibitor or distributor forthcoming. The plan for TOA employment of a "coordinator" arose in June when the executive board of the organization gathered in Los Angeles. It was felt, at that time, the proposed coordinator "will comprehend all matters relating to the exhibition, production and distribution of motion pictures and the financing thereof, whether that financing be direct or indirect."

Since the June TOA meeting, a number of top industry figures have been named as possible selections for the position but no one thus far has been appointed.

Former TOA president and now member of the executive board Alfred Starr, who returned in August from a European tour, is also expected to report to the convention on his proposed plan for overseas liaison on mutual problems affecting the industry.

Starr hopes that an international alliance of exhibitors will be an eventuality and that the TOA should further explore such a plan. "An exchange of information regarding product, techniques, processes and equipment could be effected and the film industry throughout the world would be much stronger if all exhibitors were united in a solid front," Starr said in August.

The Tennessee exhibitor is also expected to explore the broadening of the potential market for films in the U.S., irrespective of where the picture is produced.

The other two issues, shortages of product and prints, will also be discussed and recommendations as to the improvements of these conditions will be forthcoming from the TOA open and closed meetings.

During the past few months, interest has been high as to the possible successor to Walter Reade, Jr., as president of the exhibitor organization. Speculation as to the successor listed a number of prominent exhibitors highly active in TOA affairs—Pat McGee, Denver; George Kerasotes, Springfield, Ill.; Roy Martin, Columbus, Ga., to name a few.

Midwest Seen Favored

Some observers feel that a representative from the middle U.S. may be named by the TOA membership.

Kerasotes, vice-president of United Theatres of Illinois, a TOA affiliate, has been very active in theatre affairs in and around the Midwest area. Reade has named Kerasotes, along with Roy Cooper of San Francisco and Horace Denning of Jacksonville as co-chairmen of the 1954 convention.

The UTOI vice-president recently attacked distribution policies in a speech which stated that distribution policies of the major companies have lowered the standards of business ethics. In some quarters, the speech was regarded as a vehicle for bringing the "dark horse" to the front.

IFE District Mgr. Post to Chernoff

Samuel Chernoff has been appointed Midwest district manager for I.F.E. Releasing Corp., Bernard Jacon, vice-president in charge of sales and distribution, announced.

Chernoff replaces Bernard J. McCarthy, who resigned recently.

New Ohio Drive-in

COSHOCTON, O., Oct. 4.—Frank Gilfilen has purchased an eight-acre tract of land along the Coshocton, Canal, Lewisville highway at the intersection of routes 76 and 621 for construction of a new 700-car outdoor theatre to be called the Tri-Vale, with completion scheduled for the 1955 season. Gilfilen's present Skyway Drive-In, in Coshocton, was forced to close because of the relocation of a new state highway.

Several Hundred at Cohen Testimonial

HARTFORD, Oct. 4. — Several hundred persons attended a testimonial dinner here tonight at the Statler Hotel, honoring Lou Cohen, Loew's Poli manager, and Mrs. Cohen on their 35th wedding anniversary, and Cohen's 35th year in show business.

Lt. Gov. Edward N. Allen of Connecticut served as toastmaster, with guest roster including numerous trade figures from out-of-state points. Harry F. Shaw, division manager, Loew's Poli-New England Theatres, led a regional circuit delegation.

O. Drive-ins Close

CLEVELAND, Oct. 4.—Local exchanges report the closing of the Star Auto Theatre, Wauseon, and the Skyway, North Madison. Two others have reduced playing to weekends only.

Riviera Video Poses French Problem of Theatre Grosses

By HENRY KAHN

PARIS, Oct. 4.—With television now available to the Mediterranean Coast the trade is anxiously watching for indications of any possible effect which it may have on theatre attendance, especially in the populous Marseilles area, as well as pondering the possibilities of the Cannes Film Festival being offered as a TV program.

Initially, telecasts will be limited to 25 hours weekly. However, the milder climate of the South and the disposition of its inhabitants to spend much of their leisure at cafes, which are certain to provide TV for their patrons, could make the new competition far more serious there this winter than in Paris where the cinema is far more comfortable than the cafe in cold weather.

Government Cautious

Already there is some public sentiment for a telecast of the next Cannes Film Festival, which is government financed and, therefore, amenable to public opinion. However, the government could not risk a failure of the Festival should any appreciable number of producers refuse to enter their films or attend if the proceedings are opened to TV. Also, the displeasure of exhibitors in the event Festival entries are televised would have to be reckoned with.

G. C. McConnaughty Sworn as FCC Chief

WASHINGTON, Oct. 4.—George C. McConnaughty was sworn in today as chairman of the Federal Communications Commission.

He told a press conference that he is a "person who believes in as few controls as possible on business in general," and that "controls are only justified when clearly in the public interest."

McConnaughty replaces Commissioner Rosel H. Hyde as chairman. He was formerly chairman of the Federal Renegotiation Board and before that was chairman of the Ohio Public Utilities Commission.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"BRIGADOON"
in Color and CinemaScope starring
GENE KELLY • VAN JOHNSON
CYD CHARISSE with ELAINE STEWART
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

Naked Alibi
starring
STERLING HAYDEN · GLORIA GRAHAME
PARAMOUNT BWAY at 43rd St.

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TV Now 'Worried' By Films' Comeback, Preminger Says

The television industry now is "worried" about the "spectacular" comeback of the motion picture industry, Otto Preminger, producer-director, declared here yesterday.

Preminger, who has just completed his independent production "Carmen Jones," to be released by 20th Century-Fox, said that the TV competition has spurred Hollywood, accounting for its current success over the past 12 months.

He held that competition among various media is healthy and in this regard he spoke of his forthcoming television "spectacular" on Oct. 18, starring Ginger Rogers, which he will produce and direct. Hollywood talent, he contended, should work in both media, letting the public decide which of the media it likes best. The outcome of such competition, he held, is better product in each medium.

Regarding subscription television, Preminger held that medium will be a "tremendous step forward," arguing that it is the only way in which producers and creators will be able to know the public's opinion about films or shows. Subscription TV, he contended, offers an outlet for creative ability and quick monetary returns for the independent producer.

To a query posing the question of exhibition's opposition to toll TV, Preminger said that some films will be shown only in theatres, some on toll TV, concluding that "it is the survival of the fittest."

Regarding "Carmen Jones," Preminger, who also produced "The Moon Is Blue," said that he had no trouble with the Production Code Administration on "Carmen Jones." "The Moon Is Blue" failed to win a Code seal.

Sees No Trouble in South

The producer-director said that he expects no difficulty with censors on "Carmen Jones" and in booking the film in the South, he went on, there should be no opposition for it has an all-Negro cast. Booking trouble in the South, he explained, usually arises out of a "mixed cast" situation.

Regarding CinemaScope as a medium, the process utilized for "Carmen Jones," Preminger said that the CinemaScope trademark enhances the commercial potential of a picture today. The CinemaScope shape has audience impact as opposed to other techniques, he held, adding, however, that the story must fit the process.

Preminger said that he had one more picture to produce for 20th-Fox under his contract with the studio.

UA Sees 'Contessa' As Its Top Grosser

"The Barefoot Contessa," in its first four days at the Capitol Theatre here, grossed $64,700, according to figures compiled by United Artists, distributor of the Joseph L. Mankiewics production. This figure, said William J. Heineman, distribution vice-president of UA, surpasses by eight per cent the business done by "Moulin Rouge," the company's previous box-office record holder.

Critical Opinion Mixed

British Reactions Vary As Cinerama Run Starts

By PETER BURNUP

LONDON, Oct. 1 (By Air Mail).—Cinerama opened here last night at the 1,337-seat London Casino, following a number of private screenings for newsmen, technicians and others with a gala performance organized by London's Variety Club in aid of the Empire Rheumatism Council and Variety's Heart Fund.

The opening night was a sell-out at greatly enhanced prices. From now on the show goes on with three performances daily—two on Sundays—at prices ranging from five to fifteen shillings. Advance sales are said by the theatre to be "healthy." In plainer words, there's been no overwhelming rush for tickets and much, clearly, will turn on word of mouth recommendation and, to a lesser degree, on weekend notices in the National Press.

Immediate critical reaction is best described as mixed. The popular *Daily Herald* reached the nadir of disapproval by putting its favored smear-writer, Wolf Mankowitz, on the job. Mankowitz had seen the show in New York and came out with a lengthy piece of denunciation in advance of the London Press show.

Screen Divisions Disliked

Most critics commented on the disconcerting joints between the panels in the screen's triptych, variations in light as between one section and another and, in particular, with the oscillation between the panels. Nevertheless, the two most favored London evening papers found it possible to comment, respectively, in the following words: "breath-taking in its effect" and "a wonderful eyeful which may well draw the town."

Technical and lay authorities appear to agree that they see no future in Cinerama in its present stage as a medium for the presentation of "story-films." Some concede that Cinerama, as it's now seen, may be a stepping stone only, but the general viewpoint probably is most closely epitomised in the top-circulation *News of the World* which, after discussing the many audience thrills and the medium's manifest shortcomings, remarks: "But all the same Cinerama is a great show; possibly the greatest peep-show on earth."

By all showings, Clifford Giessman did a magnificent job in supervising the fitting of the Cinerama gear into the theatre. Giessman gives great credit in that regard to the assistance he had from Charles Bell, unanimously accepted here as Britain's leading specialist theatre consultant. One of Bell's main tasks was to persuade the peculiarly zealous London County Council's officers to relax their stringent standard licensing regulations in behalf of Cinerama.

Comment is made that there was a certain maladroitness in the handling of Cinerama's pre-publicity. Former holder of a Quigley Silver Award Everett C. Callow arrived here at practically the last moment and did much to adjust the position. One of Britain's most respected exploitation experts Walter Gifford—he was assoociated in earlier days with D. W. Griffith road-showings—has now been appointed to carry on where Callow finishes on the latter's return to the U.S.

American Officials Present

A considerable contingent from the Cinerama parent organization, including Simon H. Fabian, Harry A. Kalmine and Arthur Rosen, flew in for the opening show.

Fabian told newsmen that he had every confidence that the present Cinerama program would run at the Casino for at least as long as it has in New York.

The next opening of Cinerama outside the U.S. will be in Paris, Fabian said. Glasgow is the next likely city in the United Kingdom. The possibilities there are now being explored.

The Quota situation with respect to Cinerama's run here is not yet finalized. In the strict letter of the law the Casino would be required to play 30 per cent of its program as British films. The theory of the Act of Parliament however is that Quota depends on the availability of product, and of course no British Cinerama product is available.

The question is now under discussion with Board of Trade officials.

'U' Allots $281,000 For Magazine Ads

HOLLYWOOD, Oct. 4.—Universal-International has allotted a record $281,000 for the national magazine advertising campaigns to pre-sell three of its major fall and early winter releases, David A. Lipton, vice-president, announced at the concluding meeting of U-I's East and West Coast advertising-publicity executives. The pictures involved are "Bengal Brigade," "Sign of the Pagan" and "So This Is Paris."

The allocation, said to be the largest sum ever appropriated by U-I for a three-picture magazine campaign, will bring U-I's total expenditure for magazine advertising during 1954 to a new high $750,000, Lipton pointed out. This is more than double the amount spent in national magazines during 1953 and puts U-I close to the top among all major motion picture companies in dollar volume of such advertising for the year, Lipton said. The company ranked second among the major studios in this field for the first six months of 1954, according to a report compiled by Publishers Information Bureau.

British Riverside Studio Sold to BBC

LONDON, Oct. 1 (By Air Mail).—The Riverside Studios, with two floors totalling 12,675 square feet, have been sold to the British Broadcasting Corporation for use as a television production base.

The studios were once the property of actor Jack Buchanan who disposed of them some 10 years ago to Alliance Film Studios Ltd., controlled by exhibitors Alfred Shipman and Samuel King.

People

Joseph Hegeman, New Orleans publicist, has been engaged by Allied Artists to handle exploitation for "The Human Jungle" in key engagements throughout the southern states.

□

Orville Crouch, Eastern division manager for Loew's Theatres, has been named chairman for the 1955 Cherry Blossom Festival, annual Washington event, which is expected to begin around the end of March.

□

Norman Siegel, public relations representatives for the Screen Directors' Guild, **Judy Garland** and **Sid Luft's** Transcona Enterprises, Inc., and Henry Ginsberg's International Productions, has been appointed a member of the general committee for the Royal Film Show which will be held at the Empire Theatre in London on Nov. 15.

□

Ted Kirwan, who resigned two weeks ago as manager of the New Theatre in Baltimore because he was "fed up with the theatre life," is back at the theatre as manager. In two weeks he filled two different jobs, was unhappy with both and went back to the New with a salary boost.

□

Edgar Preston Ames has been elected president of the Society of Motion Picture Art Directors in Hollywood. **George Loren Patrick** was named vice-president; **Malcolm Bert,** secretary; **Serge Krizman,** treasurer, and **Leo Kuter,** administrator.

□

William Howard has been assigned to Altec's Northeastern division in New York as field engineer by operating manager **C. S. Perkins. Howard** has been performing special duties in the New York headquarters.

□

Aldo Ray and actress **Jeff Hunter** were married in Orindo, Cal., last week.

□

J. Willis Sayre, drama editor of the Seattle Post-Intelligencer for more than 50 years, was the guest of honor last week at a testimonial dinner which was attended by Film Row and theatre executives.

AA to Hold 2-Day Sales Convention

Sales policies, current liquidations and future product will highlight the two-day Allied Artists national convention which will take place on Oct. 14-16 at the Hotel Blackstone in Chicago, it was announced here yesterday by AA vice-president in charge of sales Morey (Razz) Goldstein.

AA branch managers and franchise holders, as well as W. F. Rodgers, Goldstein, AA president Steve Broidy, vice presidents Harold J. Mirisch and Walter Mirisch, and John C. Flinn, are expected to attend the conclave.

TOAST OF THE COAST!

Wherever you go in Hollywood today you'll hear them say: "THE HOTTEST LOT IS M-G-M!" Here's an "On-The-Scene" Report for the Exhibitors of America!

BIGGER AND MORE!

M-G-M's got the pictures! We'll tell you about a few of them here. Current, coming and in production, M-G-M attractions are leading the way in the industry upbeat. Bigger productions and more of them is the keynote as the World's Largest Studio works day and night to bring you Big Money Shows!

"DEEP IN MY HEART" (Color)

From its first sneak Preview, the word spread like wildfire that Leo's big new musical is something to ROAR about. Sigmund Romberg's life and songs come to the screen truly as "The Musical With A Heart" with 22 Romberg song hits from 11 of his greatest operettas presented by the most imposing roster of star entertainers ever. Jose Ferrer superb as Romberg; Merle Oberon at her best as Dorothy Donnelly; songstar Helen Traubel one of the world's great entertainers. (See balance of great cast below.) Producer Roger Edens. Director Stanley Donen. Screen play by Leonard Spigelgass.

Plus: Doe Avedon, Tamara Toumanova, Paul Stewart, Isobel Elsom, William Olvis, James Mitchell. And Guest Stars: Walter Pidgeon, Paul Henreid, Rosemary Clooney, Gene and Fred Kelly, Jane Powell, Vic Damone, Ann Miller, Cyd Charisse, Howard Keel, Tony Martin. *From the book by Elliott Arnold. Print by Technicolor.*

"BEAU BRUMMELL" (Color)

Says Film Daily: "One of the most read about movies in years. A 'feud' between cities as to which has the best dressed and most chivalrous men is snowballing around the country." One city after another protests that they have the leading "Beau Brummells." 500 newspapers published the Associated Press story of Washington, D. C.'s challenge (*White House Beau Brummells Eisenhower and Nixon*). Just part of the promotion for a terrific picture. A magnificent spectacle in color, a powerful love story starring Stewart Granger, Elizabeth Taylor, Peter Ustinov with Robert Morley. Producer, Sam Zimbalist. Director, Curtis Bernhardt. Screenplay by Karl Tunberg. *Based on the play written for Richard Mansfield by Clyde Fitch. Print by Technicolor.*

"JUPITER'S DARLING" (CinemaScope—Color)

Eye-filling spectacle, screen magic on a gigantic scale, comedy, wonderful satire, great song numbers. Dazzling scenes: Hannibal's army crossing the Alps with his elephant cavalry; the clash of armies in the attack on Rome; Roman statues coming to life for an underwater spectacle; Dance of the Elephants; and many more. Top cast: Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, Richard Haydn, William Demarest and hundreds more. A beautiful Roman girl diverts Hannibal from his assault on Rome and falls in love thereby. Producer George Wells. Director George Sidney. Screenplay by Dorothy Kingsley. Yes, the coming darling of the screen, eye-filling in its CinemaScope and Color magnitude, is "JUPITER'S DARLING."

Based on the play "Road To Rome" by Robert E. Sherwood. Choreography by Hermes Pan. Songs by Burton Lane, Harold Adamson.

"THE LAST TIME I SAW PARIS" (Technicolor)

A wonderful ticket-selling title. A real love story, heart-stabbing, compelling, absorbing. They meet in the chaos of V-E Day celebration in Paris. She gives him a fleeting but passionate kiss. They find each

other again and marry after a mad courtship. Engulfed by the social whirl, the drinking, the flirting, tragedy strikes. But an irresistible compulsion brings back the strayed lover to the scene of his first flaming meeting. Starring Elizabeth Taylor, Van Johnson, Walter Pidgeon, Donna Reed with Eva Gabor, Kurt Kasznar. Producer Jack Cummings. Director Richard Brooks. Screenplay by Julius J. and Philip G. Epstein and Richard Brooks, based on a story by F. Scott Fitzgerald. A screen masterpiece filmed in magnificent Technicolor in real Parisian locations.

"BAD DAY AT BLACK ROCK"
(CinemaScope—Color)

Spine-tingling suspense, the kind that makes movie hits, takes place amidst a brooding row of houses in a tiny desert town (especially constructed near Lone Pine, Cal.). Virtually every one of its handful of citizens is involved in a murder during a brutal outburst of mob violence. Four years later a stranger arrives.. What happens is something for the goose-pimples. Great Cast: Spencer Tracy, Robert Ryan and Anne Francis, Dean Jagger, Walter Brennan, John Ericson, Ernest Borgnine, Lee Marvin, Russell Collins. Producer Dore Schary. Director John Sturges. Screenplay by Millard Kaufman. CinemaScope and Color give bigness to a big theme. *Adaptation by Don McGuire based on a story by Howard Breslin.*

"THE GLASS SLIPPER" (Color)

As beloved "Lili" continues to enchant New York after a year and a half, the same star, producer, director and writer (who did ballet librettos, lyrics and screenplay) have collaborated on a new triumph. Appealing Leslie Caron, Edwin H. Knopf, Charles Walters, Helen Deutsch have done it again—aided by co-star Michael Wilding with Keenan Wynn, Elsa Lanchester, Barry Jones, plus the work of dance-genius Roland Petit featuring his world-famed Ballet de Paris. Leslie Caron is utterly adorable as the lonely scullery maid who overcomes untold obstacles of poverty and mistreatment and the competition of the favored girls to win the prize catch! Drama and dance and delicious humor, sadness and sigh-inducing romance to the music of Bronislau Kaper will keep audiences enthralled and uplifted.

"ATHENA" (Color)

Aptly described as "The Nature Girl With The Body Beautiful," "ATHENA" is a refreshingly different kind of musical comedy enacted by a group of effervescent personalities who keep things fast-paced: Jane Powell, Edmund Purdom, Debbie Reynolds, Vic Damone, Louis Calhern with Linda Christian, Evelyn Varden, Ray Collins. Written by William Ludwig and Leonard Spigelgass. Produced by Joe Pasternak. Directed by Richard Thorpe. Print by Technicolor. Athena is one of seven daughters of a faddist colony and into this setting comes a pompous young lawyer who soon learns uninhibited and primitive ways of life and love. Beautiful nature girls, hilarious activities of the faddist colony, add up to an appealing love story, an attraction for young and old. *Songs by Hugh Martin and Ralph Blane.*

"THE PRODIGAL" (CinemaScope—Color)

One of the great film spectacles of all time. Lana Turner is the pagan beauty. Edmund Purdom is the prodigal son. Co-starring Louis Calhern with Audrey Dalton, James Mitchell, Neville Brand, Walter Hampden, Taina Elg, Francis L. Sullivan, Joseph Wiseman, Sandra Descher. Breathtaking scenes: Heathen Temples of the ancient Idol-Gods, Baal and Astarte; the teeming streets of Damascus and all the fabulous settings that occupy more than 400,000 square feet outdoors and four of the world's largest indoor stages. There are 18 speaking parts and in its spectacular scenes 4,000 extras are employed. Producer Charles Schnee. Director Richard Thorpe. Screenplay by Maurice Zimm. Prepare for a CinemaScope and Color attraction beyond your wildest imagination. *Adaptation from the Bible story by Joe Breen, Jr. and Samuel James Larsen.*

IN PRODUCTION!

"HIT THE DECK" *(CinemaScope-Color)* — Not since "Anchors Aweigh" such rollicking entertainment. Three sailors on the loose in 'Frisco meet a night club singer, an actress and the Admiral's daughter. Starring Jane Powell, Tony Martin, Debbie Reynolds, Walter Pidgeon, Vic Damone, Gene Raymond, Ann Miller, Russ Tamblyn with Kay Armen, J. Carrol Naish, Richard Anderson, Jane Darwell. Screenplay by Sonya Levien and William Ludwig, based on the musical play "Hit The Deck" by Herbert Fields, presented on the stage by Vincent Youmans from "Shore Leave" by Hubert Osborne. Joe Pasternak, producer. Roy Rowland, director. 14 top songs from the master, Vincent Youmans. Lyrics by Leo Robin, Clifford Grey and Irving Caesar, choreography by Hermes Pan.

"MOONFLEET" *(CinemaScope-Color)*—Great story of daring exploits with its background of rugged English Coast and its story of a young boy and the man he idolizes, a brooding adventure in a strangely contrasting triangle of exotic women. The cast: Stewart Granger, Viveca Lindfors, George Sanders, Joan Greenwood with Jon Whiteley, Melville Cooper. Screenplay by Jan Lustig and Margaret Fitts based on the novel by J. Meade Falkner. Producer John Houseman. Director Fritz Lang.

"IT'S ALWAYS FAIR WEATHER" *(CinemaScope-Color)* — Another Big musical under way. Gene Kelly, Dan Dailey, Cyd Charisse, Dolores Gray and Michael Kidd. Producer Arthur Freed. Directed by Gene Kelly and Stanley Donen. Written by Betty Comden and Adolph Green.

"INTERRUPTED MELODY" *(CinemaScope-Color)* — Curtis Bernhardt, director, and Jack Cummings, producer, are making a picture with the promise of "The Great Caruso." It is based on the dramatic life story of Marjorie Lawrence, opera star, who overcame disaster at the height of her career. Starring Glenn Ford, Eleanor Parker with Roger Moore and Cecil Kellaway. Written by William Ludwig and Sonya Levien.

In the Cutting Rooms: "GREEN FIRE" *(CinemaScope-Color)* — High adventure in the quest for an emerald mine. Filmed in South America, it stars Stewart Granger, Grace Kelly, Paul Douglas, John Ericson with Murvyn Vye and hundreds of others. Andrew Marton, director. Armand Deutsch, producer. Written for the screen by Ivan Goff and Ben Roberts. "MANY RIVERS TO CROSS" *(CinemaScope-Color)* — Fast-moving action picture rich with laughter, romance, suspense. Colorful background of pioneer America. Starring Robert Taylor and Eleanor Parker with Victor McLaglen, Russ Tamblyn, Jeff Richards, James Arness. Producer, Jack Cummings. Director, Roy Rowland. Screenplay by Harry Brown and Guy Trosper based on a story by Steve Frazee.

SOMETHING TO REMEMBER: Preparing "BEN-HUR" in the fabulous dimensions of CinemaScope, Color and with Stereophonic Sound!

YOUR FUTURE: Hitch your wagon to the Studio of the Stars!

Texas-Albuquerque Link Brings Web TV To New Mexico

Completion of the eastern segment of the first microwave route to cross the Southwest has brought network television to New Mexico.

The Long Lines Department of American Telephone and Telegraph Co. said the newly constructed link between Amarillo, Tex., and Albuquerque, N. M., has made it possible to connect stations KOB-TV and KGGM-TV, Albuquerque, to the nationwide network. Programs for the two stations are fed from Oklahoma City to Amarillo. From there, 10 new radio relay towers, ranging between 50 and 262 feet, flash the signals across the 302-mile skyway to Albuquerque.

Eventually, the route will stretch from Texas to California. The western end, between Los Angeles and Baker, Cal., was completed on Sept. 15 when station KLAS-TV, Las Vegas, Nev., was connected for network service.

The final segment, between Baker and Albuquerque, will be built at some future date, Long Lines said.

Set Premiere Staff For 'Hansel' Here

Arthur Gray, Jr., president of Michael Myerberg Productions, Inc., announced the appointment of Nicholas John Matsoukas as general director of the "Hansel and Gretel" world premiere booked for an extended engagement at the Broadway Theatre here.

"Hansel and Gretel," a full length feature musical fantasy in Technicolor produced by Michael Myerberg, will begin its public engagement at the Broadway Theatre next Sunday with continuous performances daily thereafter.

Working with Matsoukas in launching the world premiere engagement of "Hansel and Gretel" are: Monroe Greenthal & Co., agency, will handle advertising; the firm of Bill Doll will handle publicity; William Rodgers, Jr., is in charge of the student group plan program; Stanley Berger and Louis Weisberg are in charge of the merchandising division; Terry Turner, assisted by John Borghesie, is in charge of radio and television.

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WELL, the Giants dood it, the 1954 World Series is history and our Cleveland friends, including Phil McLean, Bill Randle, Carl Reese, Morey Davidson, Virginia Holcomb, Jack Cohen, Joe Miyasaki, Dick Reynolds, Tommy Edwards, Carl Lampl, Sammy Watkins, Sid Watkins, Joe Mulvihill, Bud Ford, Mort Fleischmann, Johnny Andrews, Hot Lips Levine, Merrilee Badura, Linda Gerowin, Norman Wain, Bob Ancell, will probably blame it on us—though upon reconsideration of the facts they can't help but come to the conclusion that this writer's recent trips to Cleveland definitely weren't to spy on Al Lopez' stalwarts. Then, too, fellows like Antonelli, Dusty Rhodes, Willie Mays, Alvin Dark, Don Mueller, Hank Thompson, Sal Maglie and Leo Durocher, in fact, the entire Giants Team, played inspired baseball. What this paragraph was trying to convey was merely that with baseball out of the way and the tang and crisp fall atmosphere around the corner, the new season of TVehicles bowed in and if some of the programs we saw Sunday are harbingers of what is in store for the viewing public, we'd say 'hurray and on with show.'

☆ ☆ ☆

Jack Benny's first TV show for "Lucky CBStrike" ciggies bowed in with plenty of droll action followed by a truly great "Toast of the Town" in which Ed (The Smiling Irishman) Sullivan high-lighted the careers of Lucille Ball and Desi Arnaz and the others in the "I Love Lucy" cast, William Frawley and Vivian Vance. Some of the scenes from recent 'hal-LUCY-inations', the film, "Long, Long Trailer" and live performances by Desi and Frawley and Vance enhanced the proceedings and everyone had a good cry, especially Lucille and Desi. . . . Art Baker's "You Asked for It" proved to be an ABCutie with several unusual items, including a youth who water skis sans skis and sans shoes, no less, and a little monkey who showed as much intelligence as some of us who claim to be human (not YOU, You or You—but we said, some of US). . . . Ben Gross, dean of Gotham's radio and TV critics and columnist on the News (N. Y.) for the past 25 years, will be toasted on Joe Franklin's WABC-TV show, Wed. Oct. 13. Ben's fine book, "I Looked and I Listened," published by Random House will be out next month.

Jack Benny

☆ ☆ ☆

There's a young dynamo named Jim Gibbons whose early morning patter chatter and platters opens the day at WMAL, ABC's Washington outlet. Jim does about everything expected of one with the gift of gab and the savvy about news, people and music and is credited with waking more people and sending them merrily on their way to work—(if anyone can be said to go to work merrily) than any other deejay in that area. . . . Plastics tycoon Lee Pelzman taking a fling at TV production via Stan-Lee Enterprises. . . . Fred Waring and his Pennsylvanians will start a personal appearance tour Oct. 12 which will cover about 25,000 miles (equivalent to a complete encirclement of the globe), the tour divided into a fall section and a winter section (latter starting Jan. 5). The jaunt was handled by Paramount Attractions, Inc. and the "Fred Waring Show" for General Electric will be seen TVia CBS three times while on the road.

Jim Gibbons

☆ ☆ ☆

Bob Ancell, WDOKleveland disk jockey and publicity director for the Hippodrome Theatre there, will emcee a new TV series, "Lights—Action—Movies" over WXEL sponsored by local motion picture theatres in conjunction with Cleveland m.p. exchanges. . . . Guild Films, with several top-notch telefilm series in its repertoire including "Liberace," "Life with Elizabeth," "Joe Palooka" and "Frankie Laine Show" setting new gross revenue records, will enter the daytime TV field with a 15-minute across the board program, "It's Fun to Reduce," skedded for distribution early next month. . . . Sotto voce to Norman Wain: parties such as the one you authored and emceed for Cleveland teenagers last week at Henry George's Cabin Club can do more to lick this national disgrace called 'juvenile delinquency,' than any other method we know.

SMPTE Names Kell Of RCA to Receive David Sarnoff Award

The Society of Motion Picture and Television Engineers announced that it has named Ray D. Kell, as recipient of the 1954 David Sarnoff Gold Medal Award for his pioneering achievements in the development of all-electronic television and important contributions to color television, including its adaptation to the limits of a six-megacycle channel, a career covering more than a quarter century. The announcement was made by Herbert Barnett, president of SMPTE.

Kell, a member of the television research staff of the RCA laboratories division of Radio Corp. of America, will be presented the award at a luncheon opening the society's 76th semi-annual convention in Los Angeles on Oct. 18.

The David Sarnoff Gold Medal Award was established to give recognition to technical contributions to the art of television and is awarded primarily for achievements within the last five years. In 1953 it was presented to A. V. Loughren of the Hazeltine Corp.

Senate Delinquency Hearing Oct. 19-20

WASHINGTON, Oct. 4. — The Senate Judiciary Subcommittee on juvenile delinquency has announced that it would hold hearings Oct. 19 and 20 on crime and horror televison programs.

The subcommittee, which has concluded hearings on the crime and horror comic book situation, said earlier this year that it might look into motion pictures as well at some future date.

Members of the subcommittee declared that they are opposed to censorship of television programs and that the purpose of the hearing is to determine the "mental climate" created for children by the content of television programming.

Eberson to Design 3 Salvadore Theatres

Drew Eberson, architect of the firm of John and Drew Eberson, has been commissioned to design three theatres in San Salvadore by Teatros de El Salvadore.

The theatres are to be operated by a group headed by Louis Poma, the first to be a deluxe house in the center of the city. The second will be a "popular" larger theatre in the heavily populated section and the third will be a deluxe neighborhood house.

Buys Davies Lab.

CHICAGO, Oct. 3.—Stockholders of Magnecord, Inc., manufacturer of magnetic tape equipment, approved the purchase of all of the outstanding stock of Davies Laboratories, Inc., Riverside, Md., radio and electronic firm. Stockholders also elected Gomer L. Davies, president of the firm bearing his name, to the Magnecord board.

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VistaVision

(Continued from page 1)

(60 to 100 or more feet) and in cases where the utmost in photographic quality is considered a prerequisite, some witnesses speculated that sooner or later side-wheeling projectors will be made generally available in response to the inevitable demand.

Today's demonstration included scenes from "To Catch a Thief," with color in Technicolor, and other footage from the company's completed product. But special interest attached to "VistaVision visits Norway," an eye-popping subject, also filmed in color, which opened a whole new vista of possibilities for using the VistaVision camera for scenic photography.

The projector used at today's demonstration was devised and developed in the studio engineering department where, two years ago, engineers under Loren L. Ryder converted an ancient Stein two-color camera into the first VistaVision camera. Century Projector Corp. is manufacturing the camera fashioned after it, and expects to have the first one available momentarily.

Russell Downing, managing director of New York's Radio City Music Hall, is here to consider the use of the new process at the opening of "White Christmas," which is scheduled for Oct. 14 at the theatre. The picture will open on that date regardless of whether or not VistaVision is used.

Showmen to Help UJA on 'Stars'

Top showmen from New York and Hollywood have agreed to serve as chairmen and advisors for the 21st annual "Night of Stars," the United Jewish Appeal benefit show which will take place at Madison Square Garden on Nov. 22, it was announced here yesterday by general chairman Sylvan Gotshal.

In the East, Arthur Knorr of the Roxy Theatre, James Sauter of USO Camp Shows, Ed Sullivan of "Toast of the Town" and Robert M. Weitman of Paramount and WABC, will work to deliver the top stars of television, and the stage. In Hollywood, Marvin H. Schenck and Louis K. Sidney will endeavor to fly the top film stars to the Garden for the show.

The current edition of "Night of Stars"' will have a twin dedication in celebration of the tercentenary of Jewish settlement in America and as a memorial to Dr. Theodore Herzl, founder of the world Zionist movement. All proceeds will go to the United Jewish Appeal to help further its rehabilitation work in Europe, Israel and the United States.

4 UPA Cartoons to Edinburgh Festival

Four UPA cartoons have been selected for exhibition at the 1954 Edinburgh International Film Festival, Stephen Bosustow, president of United Productions of America, announced. This is the fifth consecutive year that UPA cartoons have received acceptance by the Edinburgh Film Festival.

This year's selection of UPA cartoons consists of "The Tell Tale Heart," "Magoo Goes Skiing, "Christopher Crumpet," and UPA's presentation of the James Thurber fable, "A Unicorn in the Garden."

Buchsbaum Order To Theatre Counsels

Assistant City Corporation Counsel Stanley Buchsbaum was slated to serve New York City exhibitor attorneys, by late yesterday afternoon or early this morning, with an order officially notifying them that Supreme Court Justice Percy D. Stoddard had rejected their motion for summary judgment in the current suit against the city's five per cent admission tax suit.

The order, as directed by Justice Stoddart, officially informs the theatre circuit and independent operators' attorneys that the New York City position in the motion for summary judgment was upheld and granted while the exhibitor motion was denied.

The exhibitor fight against the city levy is currently in the Appellate Division where appeals are pending. The city appeal maintains that Supreme Court Justice Nicholas M. Pette is unjust, while the exhibitor position is that the court did not go far enough in granting the temporary injunction which curbs the collection of the tax breakage by the city. The attorneys for New York City have also appealed Justice Stoddart's ruling.

'Exhibitor Request Tour' for Makelim

HOLLYWOOD, Oct. 4. — Hal Makelim today left by plane for Oklahoma City on the first leg of an "exhibitor request tour" that will take him also to Milwaukee next Tuesday for the national Allied convention and later to the Theatre Owners of America conclave in Chicago. He also will visit Dallas, New Orleans and Atlanta.

Makelim will be accompanied on his tour by John Wolfberg, vice-president, and Herb Kaufman, Midwest sales manager, of Makelim Productions.

'Jones' to Premiere At Rivoli Here

"Carmen Jones" will have its world premiere here at the Rivoli on Oct. 28, it was disclosed yesterday by Otto Preminger, producer-director of the film which is to be released by 20th Century-Fox. Preminger said he preferred the Rivoli as a showcase due to the theatre's adaptability for extended engagements.

NT Bid

(Continued from page 1)

the court that such activity will not unduly restrain competition in the motion picture industry. If the court feels that the resulting distribution will not interfere with free competition, it can grant permission to the theatre company. If the Justice Department were to oppose such a petition from National Theatres, however, it would greatly lessen the chances of the court's approving it.

Barnes said that to his knowledge National Theatres was the only theatre company that has approached the department with such a request.

1st in SuperScope

(Continued from page 1)

operations of RKO Radio Pictures' studio, disclosed here today.

The SuperScope process, it was stated by Tevlin, is "compatible with CinemaScope projection equipment, whether the exhibitor uses a CinemaScope projection lens or any other anamorphic lens for the projection of CinemaScope pictures.

Review

"Fire Over Africa"

(Columbia)

FILMED in color by Technicolor in the free port of Tangier in North Africa recording the sounds of the Casbah, local inhabitants and market places, this Frankovich-Sale production stacks up as a film loaded with action and intrigue which should please most audiences. The picture is in a quasi-documentary vein, and as entertainment, ranks with the best in that category. It deals with undercover agents and their adventures.

True, the proceedings of Robert Westerby's tightly-knit screenplay are rooted in a conventional cops-and-robbers theme, but the convincing performances which director Richard Sale has drawn from the cast, headed by Macdonald Carey and Maureen O'Hara, plus the superb photographic effects achieved by Christopher Challis, gives the story freshness and authenticity. "Fire Over Africa" is highly exploitable and should make a fine showing at the box office.

Customs officials, international police and state departments in Tangier are concerned over the increase in smuggling and over the deaths of a number of their agents. They appoint a woman undercover agent, Miss O'Hara, who is beautifully costumed, to delve into the illegal activities in order to discover the leader of the smuggling ring. In turn, the red-haired agent meets up with a tough American, Carey, who skippers a fast boat and is rumored to be engaged in hijacking.

The screenwriter throws in the usual man-woman by-play pitting Miss O'Hara against other characters, but while the men fawn over her, she treats one and all with contempt. Carey is engaged by a Frenchman, Leonard Sachs, to deliver a cargo in Spain and on the voyage, the three are stopped by members of the syndicate, which bosses all operations in the area. In a gunfight, Carey is wounded and afterwards learns that even though the cargo was taken, Sachs has valuable information which could break up the smuggling ring and that he is going to sell the information to the proper authorities. Framed by Sachs, arrested by the local gendarmes, Carey shoots and kills the smugglers, is shot at by Miss O'Hara mistakenly, makes love to his redtressed leading lady, and is revealed as the top undercover agent in the Mediterranean whose job it is to end smuggling.

Others in the cast are Binnie Barnes, Guy Middleton, Hugh McDermott, James Lilburn and Harry Lane. The film was produced by M. J. Frankovich.

Running time, 84 minutes. General audience classification. Release, not set.

L. D.

Film Festival

(Continued from page 1)

eign governments and film producers abroad in the plan, Mrs. Lenard said. The cooperation of every industry organization also will be welcomed, she said.

"If plans for the Festival are consummated," Mrs. Lenard said, "all motion picture entries will be judged on merit alone. No questions of commercial advantage will enter into the consideration of the judges."

"We feel such a Festival would be of great benefit not only to all branches of the American motion picture industry but would serve also to correct many erroneous impressions of Hollywood and of America itself. Delegates, judges and visitors from all parts of the world would see the real Hollywood and become acquainted with the American way of life while here and would be in a position to report their observations on their return to their native lands," she said.

Mrs. Lenard, who will be in New York about two weeks, said that financial details must be worked out before plans for the Festival are finalized.

Holy Name Society

(Continued from page 1)

the campaign to fight for decency in literature.

Rev. Monsignor John J. McKenna, spiritual director of the Holy Name Union, said that the "crusade" is planned as an educational effort at the parish level and not as a public "pressure"' or "protest" type of campaign.

A committee of two to four men is being named in each of the 421 parishes of the 10-county archdiocese. These committees, in turn, will hold at least four parish meetings this fall to stress the moral values of entertainment.

The bi-monthly film ratings of the National Legion of Decency are to be posted in church hallways. The parish committees will visit their theatre neighborhood theatre managers to tell them of their aims.

In this respect Monsignor McKenna said, "This is not an anti-campaign, and it does not call for any threats, picketing or public protests. We shall try to be realistic and take the facts as they are. We are not going to attack or denounce court decisions which have weakened or done away with censorship."

The movement was requested by Archbishop John F. O'Hara, head of the archdiocese, after the U. S. Supreme Court decision, last January, which restricted the censorship of movies. He said in a pastoral letter:

"Parents and Catholic parish societies must become more acutely aware of their responsibility to protect children from unwholesome entertainment and improper publications."

TOA Asks

(Continued from page 1)

date, only seven days before its annual convention is due to convene in Milwaukee, it was learned from Allied sources. Last year, Allied, miffed by MPAA's refusal, canvassed the film companies individually and received contributions.

In 1951, MPAA contributed $5,000 individually to the annual conventions of TOA and Allied. The individual contribution in 1952 was $10,000.

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"This is terrific! A treat for all ages and both sexes. Gina is both irrepressible and irresistible." —*Masters, N. Y. Daily News*

"A happy picture, happy in its making and writing. Ideally measured for enjoyment." —*Winston, N. Y. Post*

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 68 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 6, 1954 TEN CENTS

From $942,000

Columbia Net For 52 Weeks: $3,595,000

Per Share Earnings Hit $4.41 from 90c in '53

Columbia Pictures' net profit for the 52 weeks ended June 26 zoomed to $3,595,000 as compared with $942,000 for the 1953 fiscal year, the company reported yesterday through Harry Cohn, president. The per share earnings for the current year were $4.41 compared with 90 cents last year. The earnings per share, after preferred stock dividends for both the current and prior years, are based on the 757,843 shares of the company which were outstanding on June 26.

Harry Cohn

The net profit before income taxes this year was $8,381,000 compared with $2,149,000 last year. Estimated income taxes, Federal, state and foreign, amounted to $4,786,000 for the 1954 fiscal year. This compared with $1,207,000 for taxes last year.

The Columbia board yesterday de-

(*Continued on page* 4)

NOTICE

Due to a labor dispute in the printing industry in New York City, affecting only the bindery operation, MOTION PICTURE DAILY is forced to appear today in an abbreviated edition. The Publisher asks the forbearance of subscribers and advertisers. Normal service will be restored as soon as possible.

MPAA Polls Firms On TOA Request

Theatre Owners of America's bid for convention support from the Motion Picture Association of America is being considered by member companies of MPAA, it was learned here yesterday.

Meanwhile, the circumstances of the request were clarified. It was learned that the bid was made by Alfred Starr, TOA board member, who, when he visited New York about three weeks ago, stopped in at MPAA headquarters, putting in a bid for $10,000 for support of TOA's annual meet in Chicago, Oct. 31 to Nov. 4.

TOA president Walter Reade, Jr.,

(*Continued on page* 3)

Kopfstein Resigns From Astor, Atlantic

Resignation of Jacques Kopfstein as vice-president of Astor Pictures Corp. Atlantic Television Corp. and affiliated companies was announced here yesterday by Robert Savini, president of the companies. Kopfstein had been with the Savini organizations since 1941.

A successor is to be announced shortly by Savini.

B.O. Unchanged by TV's Best

Fall Business Continuing Big in Wake of Summer

By MURRAY HOROWITZ

The return of big-time talent on home television after the summer programing hiatus has caused little or no noticeable effect on motion picture theatre business at this stage, according to leading circuit executives polled by Motion Picture Daily.

The consensus, with minor modifications, was that good quality product draws just as strongly today as it did during the busy summer months, that business on the whole continues to improve as compared with last year, and that the impact of television is not as great an adverse factor at the box-office as in previous years.

Subscribing to the above consensus were spokesmen from American Broadcasting-Paramount Theatres, RKO Theatres, Stanley Warner Theatres and Loew's.

A note of caution, however, was introduced by a Loew's executive close to the circuit's out-of-town operations. He said it is too early really to tell, with only four weeks of September to go by, with school opening and the

(*Continued on page* 4)

10 from Para. Thru March

Ten major productions will be released by Paramount October through March, A. W. Schwalberg, president of Paramount Film Distributing Corp., announced yesterday.

"At no other period in Paramount's history has there been a release lineup that could compare with the one we have now insofar as inherent grossing strength is concerned," he said.

October and November releases are: "Rear Window," in Technicolor, produced and directed by Alfred Hitchcock; "Sabrina," produced and directed by Billy Wilder; Cecil B. DeMille's "Reap the Wild Wind," a re-release in Technicolor; and the special VistaVision pre-release engagements of Irving Berlin's "White Christmas" in Technicolor.

December and January will bring

(*Continued on page* 4)

McGee to Deliver TOA Keynote Speech

Keynote speaker of the 1954 Theatre Owners of America convention and TESMA - TEDA - TOA - IPA Trade Show, Oct. 31 through Nov. 4, at the Conrad Hilton Hotel in Chicago, will be Pat McGee, general manager of Cooper Federation Theatres in Denver, it was announced here yesterday by Walter Reade, Jr., TOA president.

Pat McGee

McGee, president of the Rocky Mountain COMPO, formerly the Colorado Association of Theatre Owners, and national co-chairman for the Council of Motion Picture Organization's tax repeal committee, will deliver his keynote address at the opening business session of the convention on Nov. 1.

Carpenter Succeeds Blake of Kodak, Ltd.

ROCHESTER, Oct. 5.—Ernest E. Blake, chairman of the board of Kodak Ltd., London, and chairman of the Eastman Kodak Co. European and overseas advisory committee, will retire from the board chairmanship of the British company, effective immediately, it was announced here today. He will continue as advisory committee chairman and will become con-

(*Continued on page* 4)

KOREAN RELIEF DRIVE LAUNCHED AT AMBASSADOR LIMB LUNCHEON

Theatre audience collections for the American Korean Foundation will begin on a nation-wide basis today. The drive was launched at a Hotel Astor luncheon given here yesterday by Col. Ben C. Limb, Korean Ambassador to the United States, in honor of the motion picture industry's aid and contribution to Korean relief.

Over 250 representatives of the United Nations diplomatic corps, motion picture industry and other fields of endeavor were in attendance as the audience collections were undertaken by the motion picture theatres of the U. S. under the sponsorship of the Council of Motion Picture Organizations.

Chairman of the luncheon was Dr. Howard A. Rusk, president of the American-Korean Foundation. Col. Limb spoke on the present situation

(*Continued on page* 2)

Rathvon Sets Two German Pictures

The first two German-produced films under the Peter Rathvon banner aimed for the American market will be "Embassy Baby" and "1984," it was disclosed here yesterday by Rathvon, head of Rathvon Overseas, Ltd.

Rathvon, at a trade press conference, said that Joseph Cotten has been signed up as the American star for "Embassy Baby," which, he added,

(*Continued on page* 4)

Grainger Denies RKO Backlog for Sale

HOLLYWOOD, Oct. 5. — James R. Grainger, RKO Radio Pictures president, today denied recently published reports that the company's film backlog would be sold partly to television and partly to United Artists. (In New York, Robert Benjamin, U.A. board chairman, also termed the report "completely false.")

"The rumor," Grainger said, "is completely in error. Our backlog of over 800 films is not for sale. RKO has never considered selling these films to anybody and is not negotiating with anybody for their sale."

Personal Mention

HARRY M. KALMINE, vice-president and general manager of Stanley Warner Theatres, returned to New York from England yesterday.

•

LEO SAMUELS, sales manager of Walt Disney Productions, and CHARLES LEVY, publicity director, left here yesterday for Chicago.

•

BEN LYON and his wife, BEBE DANIELS, will sail from New York today aboard the "Queen Mary" for England.

•

DON HARTMAN, Paramount Pictures executive producer, is scheduled to arrive here from Hollywood tomorrow.

•

O. J. FOREST, manager in Trinidad for the Westrex Corp. Caribbean, has arrived in New York from Port of Spain.

•

MORRIS E. LEFKO, RKO Radio Eastern-Central division manager, has arrived here from Cleveland.

•

HUGH OWEN, Paramount distribution executive, will leave New York tomorrow for Miami.

•

WILLIAM MADDEN, M-G-M manager in Philadelphia, has returned there from Boston.

•

GINA LOLLOBRIGIDA will return to Italy from New York on Friday via Italian Airlines.

•

DAVID FARRAR, British actor, will arrive in New York by plane today from England.

•

MARLON BRANDO will sail for Europe today on the "Ile de France."

Filmakers Adds One Feature to '55 List

HOLLYWOOD, Oct. 5.—Filmakers Productions executives, Collier Young and Irving H. Levin, now conferring on 1955 product, today announced a decision to increase the company's annual output from six features to seven.

'Hansel' Dimes Drive Aid

On behalf of The March of Dimes, Louise David, five-year-old victim of polio, this morning will place crowns upon the heads of Hansel and Gretel, dedicating the "Hansel and Gretel" display here at 1681 Broadway. The ceremonies will help to publicize a March of Dimes benefit to be held Sunday at 2 P.M.

Alex Adilman, 69

TORONTO, Oct. 5.—The Canadian film industry is mourning the death of Alex Adilman, 69, a veteran partner of Famous Players Canadian Corp., at Montreal. He was an officer of Consolidated Theatres, Ltd., Montreal, and Victoria Theatre Co., Quebec City.

Industry Leaders Active in Stock Trading in August

WASHINGTON, Oct. 5.—Barney Balaban sold 3,300 shares of Paramount Pictures common in August dropping his holdings to 19,400 shares, according to the latest Securities and Exchange Commission report on trading in film stocks by company officers and directors.

A trust holding of Stanton Griffis sold 500 Paramount shares, leaving 1,000 shares. Griffis holds 2,000 shares in his own name.

Thomas F. O'Connor bought 1,800 shares of RKO Theatres Corp. common, and Harold E. Newcomb bought 800 shares.

Warner Increases Holdings

Charles F. McKhann bought 100 shares of Stanley Warner Corp. common during the month, boosting his holdings to 600 shares. Trust holdings of Albert Warner were increased by 2,500 shares of Warner Brothers Pictures common, giving him 160,000 shares in his own name and 26,500 shares in trust. Jack L. Warner bought 2,300 shares, increasing his direct holdings to 290,499 shares and his trust holdings to 13,400 shares.

Walter L. Titus, Jr., bought 100 shares of common of Associated Motion Picture Industries. He now holds 245 shares and his wife holds 80 shares. Daniel O. Hastings reported buying 400 shares of 20th Century-Fox common in January and 300 shares in March, holding a total of 801 shares at the end of the period.

Nate Blumberg in June exchanged 100 shares of Universal Pictures common for Decca records shares—his last Universal holdings.

14-Week Tour for I.F.E.'s Jacon

Bernard Jacon, I.F.E. Releasing Corp. vice-president in charge of sales, will leave on a 14-week, nation-wide tour of all IFE district offices on Monday.

The extensive trip, which comes at the midway point in the Bernard Jacon testimonial sales drive, will permit Jacon to meet with members of the IFE sales organization as well as key exhibitors, he said.

His discussions with exhibitors will result, Jacon stated, in finalizing plans for "first run engagements of the outstanding fall and winter releases on the IFE schedule."

Two Nominated to Head Film Council

HOLLYWOOD, Oct. 5.—The AFL Film Council will come up to its annual election time next Tuesday with its first contest for the presidency as a prime issue in a secret ballot to be taken at next week's regular meeting, in consequence of today's nominating meeting, at which Ralph Clare, business agent of the Teamsters Local 399, and George Flaherty, international representative of IATSE, were nominated for the post.

The incumbent, Carl Cooper, was not up for nomination.

'Scope Award to Skouras Today

The Broadway Association will present a special award to Spyros P. Skouras and 20th Century-Fox commemorating the first anniversary of CinemaScope in ceremonies to be held today at the film company's home offices.

Korea

(Continued from page 1)

in Korea and expressed his people's gratitude to the film industry.

Al Lichtman, director of distribution for 20th Century-Fox and co-chairman of COMPO, spoke as did Robert W. Coyne, special counsel of COMPO, who explained the role the industry as a whole has played, not only in helping the Korean people in this particular instance, but in assistance in many other philanthropic and patriotic drives through its various organized bodies representing the rank and file of the industry.

Dais List Impressive

Sharing the dais with Ambassador Limb were O. Roy Chalk, Foundation vice-president; Herman Robbins, president of National Screen Service, the company that is handling the distribution of the material and film in connection with the theatre audience collection; Rt. Rev. Mnsgr. Thomas McCarthy; Harry Brandt, Lt. Gen. John B. Coulter, Coyne, Rusk, Lichtman, Richard C. Patterson, Jr., His Excellency Archbishop Paul Yu-pin; Wilbur Snaper, Forrest Tancer, Emanuel Frisch, Maj. Gen. Charles W. Christenberry, Rev. Dr. David J. Seligson and Dr. Roland R. De Marco.

3 'Gala' Premieres Planned by RKO

HOLLYWOOD, Oct. 5. — RKO will stage gala world premieres for three of its forthcoming pictures within the next three months, according to Walter Branson, RKO's world-wide general sales manager.

First RKO production to receive the world premiere treatment will be "This Is My Love" which will make its debut in Houston on Nov. 11.

"Cattle Queen of Montana," will have its world premiere at the Fox Theatre in Billings, Mont., on Nov. 18, and the third RKO film to be premiered will be "The Big Rainbow," which will open Dec. 21 at the Fox Theatre, St. Louis.

Stanley Brody to UA Publicity Dept.

Stanley J. Brody has joined the publicity department of United Artists, it was announced by Francis M. Winikus, national director of advertising, publicity and exploitation.

Brody, former press representative of Radio City Music Hall and publicity director of the Center Theater in Rockefeller Center, recently represented the Cinerama Corp. in Washington and Cincinnati.

Name Sponsors and Chairmen for the Boasberg Luncheon

Chairmen and sponsors of the testimonial luncheon for Charles Boasberg, former vice-president and general sales manager of RKO Radio, on the occasion of his new association with Distributors Corp. of America, were announced here yesterday. The event will be held on Oct. 21 at the Hotel Astor. Chairmen are Walter Reade, Jr., Samuel Rinzler and Joseph Seider, with the latter serving as treasurer. The committee is asking that reservations be made quickly to Seider at 233 W. 49th St.

Following is the list of sponsors: Chester Bahn, John Balaban, Harry Brandt, Leo Brecher, Jack Cohn, Robert Coyne, George Dembow, Ned Depinet, Russell Downing, Jay Emanuel, Simon Fabian, Charles Feldman, Emanuel Frisch, W. C. Gehring, William German, Leonard Goldenson, Maury Goldstein, James R. Grainger, David Griesdorf, Henry S. Griffing.

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Joins Excelsior

Stefi Sheldon has been appointed foreign representative of Excelsior Pictures Corp. and will leave shortly on a European trip in the interest of Excelsior's "Garden of Eden."

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MPAA-TOA

(Continued from page 1)

when asked to comment on MPAA's disposition of the request, suggested that the query be directed to Starr who, he said, handles such matters.

The MPAA declined to make any official comment, but it was stated in other quarters that no disposition by the MPAA has been made as yet and that some member companies already have been queried as to their sentiment. One member company spokesman said, however, that his company has not been queried as yet.

That the TOA request may be somewhat "delicate" in light of last year's MPAA's position was seen in the fact that no quick disposition of the bid was made, although it may have been opportune to act on the matter at last Friday's MPAA board meeting.

Request Refused Last Year

Last year, MPAA declined requests from TOA and Allied States Association for financial support of their respective conventions, with some company heads contending that they should not financially support meetings in which the production-distribution policies of their companies are decried.

Allied, to this date, has not filed a request for MPAA contributions, it was stated in well-informed circles. Last year, Allied canvassed the film companies individually and received paid advertisements in the organization's convention program from the companies.

In 1951, MPAA contributed $5,000 individually to the TOA and Allied conventions, while the individual contributions by the MPAA in 1952 was $10,000.

Fabian Dinner Dais Guests Announced

Dais guests at the testimonial dinner to Si Fabian, president of Stanley Warner Corp., to be held in the Alexander Hamilton Hotel in Newark next Tuesday in honor of his 40th year in show business, were announced here yesterday. They are:

Barney Balaban, president of Paramount; Nate J. Blumberg, chairman of the board, Universal; David G. Baird, director of Stanley Warner, Jack Cohn, executive vice-president of Columbia; Ned Depinet, consultant to RKO Pictures; Leonard H. Goldenson, president of AB-PT; James R. Grainger, president of RKO Pictures; Harry M. Kalmine, vice president-general manager of SW; Louis B. Mayer; Samuel Rosen, executive vice president of SW; Nicholas M. Schenck, president of Loew's, Inc.; Serge Semenenko, senior vice president of the First National Bank of Boston; Spyros P. Skouras, president of 20th Century-Fox; A. N. Spanel, chairman of the board of International Latex Corp.; Walter Vincent, president of the Actor's Fund of America; Joseph Vogel, president of Loew's Theatres; Richard F. Walsh, president of IATSE, Major Albert Warner, vice president-treasurer of Warner Brothers; Herman Robbins, president of National Screen Service; Senator H. Alexander Smith; Gov. Robert B. Meyner of New Jersey; mayor of Paterson Lester F. Titus; Congressman Gordon Canfield; State Senator Frank Shershin; Professor David L. Cole, Cornell University; Abe J. Greene, associate editor of the Paterson Evening News; Harry B. Haines, publisher of the Paterson Evening News; Henry A. Williams, publisher of the Paterson Morning Call; Commissioner Carl Holderman of the New Jersey State Commission of Labor and Jack Stern, general chairman. Greene will be toastmaster.

The honorary guests will be Mrs. Jacob Fabian, Mrs. Simon H. Fabian and Mrs. Samuel Rosen.

Members of the clergy participating will be Rabbi Arthur T. Bueh of Temple Emanuel, Paterson; Rev. Charles J. Child of the Trinity Episcopal Church and the Rt. Rev. Msgr. Joseph M. O'Sullivan of St. Anthony's R. C. Church, Hawthorne, N. J.

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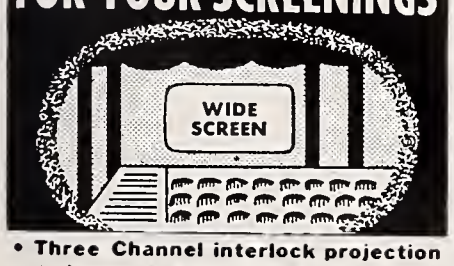

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Reviews

"Beau Brummell"

(MGM) HOLLYWOOD, Oct. 5

THE mantle of George Bryan Brummell, once worn with acclaim by the late John Barrymore and originally on the stage by Richard Mansfield in the Clyde Fitch play, had been eloquently restyled to fit the tall, handsome Stewart Granger. Granger is the essence of sartorial elegance as the prototype of England's most famous dandy.

In a role that demands grace, charm and daring, our Beau finds some highly dramatic moments and romantic interludes with Elizabeth Taylor to suit his talent. The beauty of Miss Taylor blends well with the richly detailed production. Her self-conflict of pride versus passion, which leads her into a loveless marriage, can be added to her impressive list of acting accomplishments.

But the fast rising star of Peter Ustinov will zoom in importance to American as well as his native English audiences for the natural mien in which he portrays a weak, fun-loving, childish Prince of Wales, heir to the throne of King George III. Ustinov enjoys the unique gift of mastering a scene with belly-laugh or tear-choking response.

Karl Tunberg's character-drawn screenplay is possessed with lyrical quality and comes to life under the fine directorial guidance of Curtis Bernhardt. Ustinov and Granger run the gamut of emotions through a friendship that survives their stubborn temperaments.

The story deals with Brummell's rise to personal favor with the prince, despite his frequent insults. It depicts an irresponsible attitude toward his debtors. Rather than accept money from his lady love to escape debtors prison, he abandons her and his country after a rift with the prince. The film comes to a sorrowful climax when the prince, whom he had helped groom into a righteous man, discovers him ill and dying in a small French village. The final scene has a memorable touch as they reaffirm their friendship.

The balance of the cast, headed by Robert Morley whose brief footage as the demented King George III proves another of the film's high spots, is composed of competent English actors who will be honored by the film chosen for this year's Royal Command Performance.

Producer Sam Zimbalist has endowed the new era of wide screen with a costume classic, filmed in England, that is destined for top-choice repertory treatment. The production was photographed in eye-appealing Eastman Color by Oswald Morris and printed by Technicolor.

Running time 111 minutes. General audience classification. For release in October. SAMUEL D. BERNS

"The Bob Mathias Story"

(Allied Artists) *Hollywood, Oct. 5*

JAMES L. FALLON, executive producer, has delivered a strong exploitation film for release under the Allied Artists' banner in "The Bob Mathias Story," which shapes up as a good, clean, family-type screen testimonial to the Olympic Games sports hero.

While it may not add any acting medals to his trophy room, Bob Mathias, authenticating the title role, comes across with a pleasing personality, an unusual physique, typifying the popular concept of the All-American athlete, and a display of his track and field ability that made sports history.

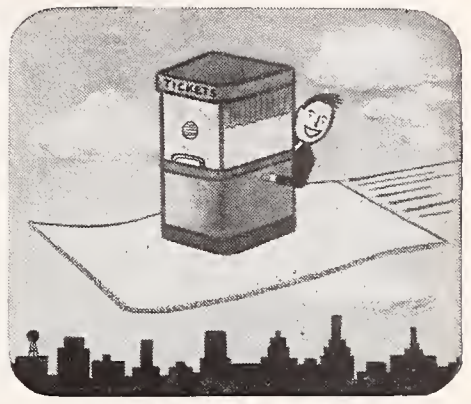
Apparently all of the production value was placed on the rare, documented stock footage covering the 14th and 15th Olympiads, which was secured by producer William E. Selwyn, wherein Mathias proved the only two-time winner of the decathlon. However, all this footage and some exciting football stock, featuring our hero's football fame at Stanford University, is well stitched to allow for story and suspense thrills.

Francis D. Lyon, director, who established his credit with "Crazylegs" Hirsch, handled this assignment with equanimity. His ability in securing acceptable performances from Mathias and his wife, Melba, who likewise plays herself in the picture, is in itself noteworthy. Ward Bond and Ann Doran are standouts among the unfamiliar cast who help establish the heart and spirit of the story.

The Richard Collins' story and pedestrian screen play has Bond, as Mathias' high school coach, acting as his source of encouragement in making the Olympic team. It carries him through his high school and college romance with Melba to his current "hitch" with the U. S. Marine Corps.

Running time, 80 minutes. General audience classification. Release, in November. S. D. B.

EXHIBITOR'S CORNER



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National Pre-Selling

Novel style review for "Woman's World"

In the October issue of "Women's Home Companion," Philip T. Hartung's "family-approved movies" department is devoted to an unusual type of review, for "Woman's World." Captions under a selection of seven stills briefly explain the idea of the story. The final caption is "Comes the big moment of Webb's decision. Can you guess which wife's man gets the job?"

Having taken a guess, the reader's next step should be to see the picture, to find the correct answer. With a total readership estimated at over twelve million, the teaser value of this review in the "Companion" should be quite a factor in building advance interest in this picture.

A series of advertising and merchandising tie-ins for the theme, "It's a Woman's World" got off to an impressive start this week in a series of double-truck ads by Gimbel's department store, in five New York metropolitan newspapers. Various other department stores also have arranged to tie in similarly in their advertising and in window and store displays, by arrangement with the manufacturers of fashion brands.

Plans also are well underway to adopt the tie-in campaign by arrangements with stores throughout the nation. Also, Glen Raven hosiery will feature the theme in a national magazine campaign. And "Glamour" magazine is promoting a 7-page tie-in section for its November issue.

•

Fawcett Publications announces "dynamic changes in modernized format and policy for "Motion Picture Magazine" and "True Confessions." Jack Podell, recently appointed editor of "Motion Picture," is adding to the magazine's masthead the names of top-flight columnists: Hedda Hopper, Earl Wilson, Dorothy Kilgallen and Erskine Johnson, who will by-line regular columns and monthly features. A new style of editorial layout is to be used, employing a combination of artwork and photography. Among the changes in layout policy for "True Confessions" will be the use of four-color printing for photographs which dramatize various stories each month.

Jack Podell

•

"Sabrina" gets effective attention in the current issue of "Life." A full page is devoted to a picture layout under the headline, "Bill vs. Bogie for Audrey." Featured is the fight scene between Bogart and Holden.

•

The Oct. 3 issue of "Parade" devotes the front cover and a two-page personality story to Sheree North, star of "Pink Tights."

WALTER HAAS

Autumn Business Continuing Strong

(*Continued from page* 1)

World Series acting as factors in the box-office grossing curve.

But a more affirmative position was taken by an AB-PT official who said that since the advent of fall there has been no "noticeable" decline at the box-office. The improvement in business, he continued, goes on, deprecating the affect of the return of top personalities on TV. He said that in situations which have suffered a decline at the box-office with the end of the summer, those situations were adversely hit by what he called a "thinning out" of quality motion picture releases. The big ones continue to make money, he added.

An RKO spokesman also spoke of a "thinning out" of quality releases, but he, too, attributed any drop in fall business to that factor rather than home TV. Fall business, this year, he added, is better than it was in 1953. To illustrate his point, the RKO official pointed to a recent Sunday which had Ed Sullivan and a new spectacular back-to-back program on TV, only to have theatre business as sprightly as ever with a quality picture on RKO screens that day. Theatre business, depends on the product, he contended, relegating TV to one of many competitive factors for the public's amusement dollar, rather than the "big bad wolf" role it played years ago, swallowing what many exhibitors thought of as the major chunk of exhibition's share.

A Stanley Warner spokesman expressed a bit more respect for TV as a competitive medium, contending that there is a percentage level which TV does drain off, the percentage varying with the pull of the particular product at the theatre. He said it would be difficult to relate what has happened at the box-office since the return of the big shows on TV. Business, however, he acknowledged, in September was up in comparison with last year and "if you wanted to project a trend the acknowledgement could be made that the television impact has diminished."

A spokesman for the Fabian circuit spoke of the lack of top quality releases as compared to the summer, adding, too, that business remains ahead of last year.

A Loew's official close to the operation of the circuit's Metropolitan theatres was very reluctant to attribute any drop at the box-office to the return of what TV thinks of as "strong programing." He said business has fallen off somewhat, blaming such factors as the holidays, the unseasonable warm weather, school and competition other than TV. Business continues better than last year, he added, and by and large good pictures do fine at the box-office.

Rathvon

(*Continued from page* 1)

will go before the cameras on Nov. 1. George Orwell's "1984," he explained, probably will be filmed in February.

Interviewed at the offices of International Affiliates, the organization which represents Rathvon in the U. S. market, he told of the "vigorous" German film market flourishing today. Every studio there, he explained, is now busy. If we are successful with the two pictures in the German and U. S. market, he continued, it would represent the first post-war break-out of German films in the American market.

"No Way Back," he said, which he made for the German market solely, will be dubbed in English in order to get "some distribution" in the U. S. "No Way Back," he added, was chosen as the best German feature of 1953 at the Berlin Film Festival. His second feature for the French and German market, he added, will be "Double Destiny," to be released simultaneously in Paris and Berlin. Columbia International, he explained, distributes Rathvon films abroad. A distributor for the American market is yet to be selected, he stated.

Rathvon said that he plans to produce in Europe three of "our own" per year, with additional possible associations with other producers. He plans to leave here for Paris in about 10 days.

Dickson S. Cal. Head For U.A. Theatres

HOLLYWOOD, Oct. 5. — Dick Dickson, long-time executive of National Theatres, today was named by George Skouras to the general managership of the United Artists Theatre Circuit, Inc., Southern California division. Dickson succeeds Fred Stein, whose resignation submitted two months ago was accepted today.

Dickson had resigned from National Theatres three months ago after a more-than-20-year association which began with Charles P. Skouras' acquisition of Fox West Coast Theatres and was interrupted for a brief period during which Dickson joined the late Harry Sherman in production.

Columbia

(*Continued from page* 1)

clared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock of the company, payable Nov. 15 to stockholders of record on Nov. 1. The directors, also declared a dividend of $1.00 in cash on its common stock and voting trust certificates for common stock payable on Nov. 3 to stockholders of record on Oct. 19.

The company additionally declared a five per cent stock dividend on the common stock and voting trust certificates for common stock of the corporation payable in common stock on Dec. 7 to stockholders of record on Oct. 19. Cash will be paid where fractional shares of the common stock are due.

Carpenter-Blake

(*Continued from page* 1)

sultant on the international aspects of Eastman Kodak's professional motion picture business.

Harold S. Carpenter, managing director of Kodak, Ltd., will advance to chairman of the board while continuing as managing director. I. D. Wratten, a director of Kodak, Ltd. and supervisor of motion picture film sales in England, Europe and India, has been named a deputy managing director. He will continue in charge of professional motion picture film sales for Kodak, Ltd.

Stein Vice-President, Metropolitan Circuit

HOLLYWOOD, Oct. 5.—President Sherrill Corwin, of Metropolitan Theatres, today announced the appointment of Fred Stein as vice-president. Stein, whose resignation as general manager of the United Artists Theatre Circuit, Southern California division, was announced today, will be Corwin's executive assistant in an expansion program for Metropolitan Theatres and other Corwin interests, including television station KAKE in Wichita.

Other key Metropolitan executives are Norman Newman, chief film buyer, and Harold Citron, in charge of theatre operation.

People

Joseph Kaufman, producer of "Long John Silver," will supervise the sound recording of the picture in Hollywood, having left here yesterday, and then will go to London for the final color processing.

□

Joseph McConville, president of Columbia Pictures International, has been elected to the rank of Commander in the Order of Merit of the Italian Republic. He received the official diploma from Dr. Eitel Monaco, president of ANICA.

□

Art Bahen, Jacques Martin and **G. Drouin** were the Montreal winners of the Odeon circuit's "Big Show" promotion drive.

□

Carl E. Anderson, of Kalispell, Mont., has been elected president of the Montana Theatre Owners Association.

□

Russ Brown, general manager in Oregon for the Evergreen circuit, is commissioner of the Oregon State Fair in Salem.

Para.'s 10

(*Continued from page* 1)

release of Hal Wallis' Dean Martin-Jerry Lewis comedy, "Three Ring Circus," the second VistaVision production, which also is in Technicolor; this will be Paramount's Christmas-New Years holiday offering. Also, "The Bridges at Toko-Ri," in Technicolor, produced by Perlberg-Seaton, and directed by Mark Robson.

Set for February release are: "Mambo," Ponti-DeLaurentiis production directed by Robert Rossen and George Pal's inter-planetary "The Conquest of Space," in Technicolor.

March releases will be "Ulysses," and Perlberg-Seaton's "The Country Girl."

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 69 NEW YORK, U.S.A., THURSDAY, OCTOBER 7, 1954 TEN CENTS

East Next Month

NT Officials to Talk with D-J On Producing

Seeking 'Workable Plan' To Ease Film Shortage

By SAMUEL D. BERNS

HOLLYWOOD, Oct. 6.—National Theatres executives plan to go to Washington next month to confer with Assistant Attorney General Stanley N. Barnes, who on Tuesday held that he "doesn't see very much possibility" that the Justice Department will approve National Theatres' request to enter film producing and financing. A circuit spokesman told MOTION PICTURE DAILY today that the company's intention is to lay all the facts before the Justice Department and to obtain its advice in developing a workable plan that would enable the circuit to create an added source of product.

$4,600,000 Pledged To Makelim Plan by 2,700 U.S. Theatres

Special to THE DAILY

HOLLYWOOD, Oct. 6.—Exhibition has already pledged itself to nearly an estimated $4,600,000 to get the Makelim plan underway, it was estimated here in the wake of the departure of Hal Makelim on an "exhibitor request tour."

The basis for the estimate was these factors:

Each Makelim production is estimated to cost $426,000; Makelim plans to make 12 films over a period of a year, the costs of which will be paid by the 3,000 sought-after participating theatres, to be paid upon the booking

(*Continued on page* 4)

H-63 Elects Devine President of Local

Edward Devine of the Universal Pictures home office was elected to fill the remaining term of Home Office Employees, H-63, IATSE, president David Cassidy, at a meeting of the union's board, it was announced here yesterday by Russell Moss, H-63 executive vice-president.

Devine, a former union vice-president, will hold office until the beginning of 1955. Cassidy resigned the

(*Continued on page* 4)

Number of Theatres Up

Canadian Receipts Passed $100,000,000 Mark in '53

Special to THE DAILY

OTTAWA, Oct. 6.—Paid admissions to regular motion picture theatres in Canada dropped to 241,182,726 last year from 247,732,717 in 1952 but receipts passed the $100,000,000 mark for the first time, Canadian Government states in advance report.

The number of theatres in operation increased to 1,906 from 1,843, and receipts, exclusive of taxes, rose to $100,889,361 from $98,851,349. Amusement taxes collected totalled $12,760,235 against $12,308,148. The average admission price, including amusement tax, was 47 cents, up from 45 cents in the preceding year.

Number of regular theatres increased in 1953 in all provinces except Prince Edward Island where there was no change and Ontario where the number decreased. There were more paid admissions than in 1952 in all provinces except Newfoundland, Quebec and Ontario, and receipts were higher in all provinces except Ontario.

Drive-in theatres increased to 174 in 1953 from 104 in 1952, and their paid admissions numbered 11,134,788 against 8,379,586. Receipts, exclusive of taxes, rose to $5,862,920 from $4,409,426, and

(*Continued on page* 4)

NOTICE

Due to a labor dispute in the printing industry in New York City, affecting only the bindery operation, MOTION PICTURE DAILY is forced to appear today in an abbreviated edition. The Publisher asks the forbearance of subscribers and advertisers. Normal service will be restored as soon as possible.

ITOO Protests 16mm. Club Competition

COLUMBUS, O., Oct. 6.—Independent Theatre Owners of Ohio reports in its current bulletin that six 20th Century-Fox films and two Warner Bros. films are being offered in a 16mm. series by the Franklin County Historical Society for $1.

The most recent of the eight films, the bulletin states, is Warners' "The Story of Will Rogers," which was released in July, 1952. It is in color and stars Jane Wyman and Will Rogers, Jr.

Robert Wile, executive secretary of ITOO, reports that the Society has "blanketed" the area with brochures advising that the films are available. Inquiries at 20th-Fox brought a promise to investigate, Wile said, but Warners reminded that some major distributors are being sued by the Government now for refusal to sell

(*Continued on page* 4)

City Meet Will Weigh Film Adv. Complaint

Edward T. McCaffrey, License Commission of New York, in response to a number of complaints, has called a meeting for tomorrow afternoon to discuss the type of advertising being used in certain theatres in the Times Square area, particularly those on 42nd Street between Seventh and Eighth avenues.

Commissioner McCaffrey said that the advertising has been the subject of complaints from religious, business

(*Continued on page* 4)

ARBITRATION GROUP RECONVENES FOLLOWING SCHIMEL-LEVY TALKS

Resumption of dual work in setting up an industry arbitration system is expected to get under way here again next week with conferences slated between Herman Levy, general counsel of Theatre Owners of America, and Adolph Schimel, counsel chairman of the distributors arbitration subcommittee.

The projected Schimel-Levy talks will set the stage for reconvening the arbitration conference committee, composed of exhibition and distribution delegates. The later meeting, as indications now stand, is expected to take place following TOA's annual convention in Chicago, which will start on Oct. 31.

It is understood that the proposed arbitration draft, drawn under the direction of Levy, has now been annotated with suggestions from distribution. The proposed annotations, it was stated, will form the basis of discussions between Schimel and Levy.

Appeal Due

Court's Ruling Favors Seven Distributors

Dismisses $900,000 Suit Of Metropolitan Circuit

Special to THE DAILY

HOLLYWOOD, Oct. 6.—In a decision hailed here as precedentally important, Federal Judge Harry C. Westover today directed a jury to rule for the defendants in Metropolitan Theatres' $900,000 treble-damage antitrust suit against seven major distributors charging conspiracy to deprive the Orpheum Theatre, in downtown Los Angeles, of adequate first run product between May, 1950, and January, 1952.

After reviewing charges against each defendant individually, the court ruled that no conspiracy had been proved, although "similarity of action" had prevailed.

The defendants were Columbia, Loew's, Paramount, 20th Century-Fox, RKO Radio, Universal and Warner Brothers.

Metropolitan counsel, Robert L. Wright, said the verdict will be appealed.

Quality Not Quantity Will Save Industry, Zanuck Tells Mgrs.

HOLLYWOOD, Oct. 6.—Darryl F. Zanuck, vice-president in charge of production of 20th Century-Fox, told the final session of the studio's Western division sales meeting that "quality, not quantity is the salvation of the industry."

In a challenging address delivered at the studio, Zanuck told 40 top sales

(*Continued on page* 3)

To Appeal 5% Tax Ruling Tomorrow

Attorneys representing New York City exhibitors in their suit against the five per cent amusement tax are expected to file their appeal against a ruling that the law is valid by tomorrow afternoon. The ruling was handed down last week by Supreme Court Justice Percy Stoddart in Queens General Court.

On Sept. 28, the court denied the exhibitor motion for summary judg-

(*Continued on page* 4)

Personal Mention

LAWRENCE WEINGARTEN, M-G-M studio executive, is scheduled to arrive here from the Coast on Sunday.

•

WILLIAM B. ZOELLNER, M-G-M short subjects and newsreel sales head, will leave New York at the weekend for Pittsburgh on the first leg of a tour that will take him to five cities.

•

MILLY VITALI, Italian actress, will arrive here tomorrow from Hollywood.

•

CEDRIC GIBBONS, M-G-M studio art director, will arrive here on Oct. 15 from the Coast.

•

ROBERT GOELET, of City Investing Co., arrived here yesterday from England via B.O.A.C.

•

FLOYD FITZSIMMONS, M-G-M field press representative in Boston, is in New York from there.

•

JOHN STURGES, director, is in New England from Hollywood.

•

MARTHA SCOTT will leave here this weekend for Hollywood.

•

WALTER LOW, film editor, has left here for the Coast.

•

IRVING BERLIN will leave New York for London on Nov. 1.

Film Dance May Ban 'Jungle' in Memphis

MEMPHIS, Oct. 6.—Although some 1,800 police chiefs, meeting in New Orleans, liked the dance by Jan Sterling in Allied Artists' "The Human Jungle," three members of the Censor Board here saw the picture and ordered Miss Sterling's dance cut from the film before being shown in Memphis.

It is reported that Allied Artists may refuse to cut the dance sequence. If AA refuses to cut the scene the film would be shown in West Memphis instead of in a downtown Memphis house.

Allied Artists has called attention to the fact that approximately 1,800 police chiefs, at their convention in New Orleans last week, selected "The Human Jungle," a police story, as their "official convention picture" and offered no objection to the dance of Miss Sterling.

Jessel, Block to M.C. 'Star' Debut

George Jessel and Martin Block will be the masters of ceremonies at the formal New York two-theatre premiere of Warner Brothers' "A Star Is Born" which takes place simultaneously at both the Paramount and Victoria Theatres on Monday night.

Jessel will introduce stars and celebrities to WABC-TV television audiences from the Paramount and Block will perform the same duties at the Victoria.

Phila. Zoning Board Mulls Drive-in Bid

PHILADELPHIA, Oct. 6. — Former Senator Francis J. Meyers is the attorney for A. M. Ellis Theatres before the Philadelphia Zoning Board of Adjustment to seek permission to install a $500,000 drive-in for 1,500 cars on a 40-acre tract at the Northeast corner of Roosevelt Blvd. and Byberry Road. Meyers said that the petition was presented because the city's zoning code contains no provision for drive-in theatres and because the tract in question, zone C, is residential and partly limited industrial. The petition was taken under advisement.

The new Ellis drive-in will be located approximately one mile from Neil Hellman's Lincoln Drive-in which is one of the busiest in this part of the country.

UA Acquires Shorts For Foreign Field

United Artists has acquired 10 one-reel "Broadway Varieties" musical featurettes which will be distributed throughout the world except in New Zealand, Switzerland, France, Indonesia, Finland and the domestic market.

UA, a short time ago, also acquired the worldwide distribution rights to 12 Walter Lantz cartoons.

The 10 one-reelers include performances by Broadway and Hollywood musical stars. Among them are Slim Gaillard, Searles and Gallion, the De Castro Sisters, Gene Austin, Candy and Coco, Janina and Felix, Linda Lombard and various orchestras.

Steinhardt to Head 20th's Siam Office

Appointment of Albert V. Steinhardt as manager of Siam for 20th Century-Fox International was announced yesterday by the company. Steinhardt replaces Vasant S. Padbridi who has been promoted to manager of Singapore, Malaya, supplanting Sanade A. Rao, resigned.

Steinhardt has been associated with foreign film distribution since 1932, having held managerial positions with United Artists in Belgium, Luxembourg, Puerto Rico, Trinidad and in Cairo. He leaves New York on Oct. 18 for his assignment in Bangkok, where he will make his headquarters.

Chaplin Summons Is Upheld on Appeal

The Appellate Division of the State Supreme Court this week denied a motion on behalf of Charles Chaplin to quash service of a summons and complaint in an action brought by the widow of the late Max Kravetz alleging that he was wrongfully excluded from benefits of a partnership formed to take over control of United Artists.

Chaplin had appealed from an order by Supreme Court Justice William C. Hecht earlier this year which permitted the service of the summons on Chaplin, who now resides in Switzerland.

Fight Film Grosses $275,000 to Date

Films of the Sept. 17 heavyweight championship fight between Rocky Marciano and Ezzard Charles, currently in distribution through the facilities of United Artists, have been shown in some 4,500 situations earning an approximate $275,000 gross to date, a UA representative disclosed here yesterday.

It had been indicated by UA officials on the eve of the title bout that over 5,000 bookings for the films would be had, exceeding the number of exhibitions which have been reached by previous fight pictures.

Report 'World' Tops 'Coins' in 2 Spots

Twentieth Century-Fox's CinemaScope production of "Woman's World" is setting a fast boxoffice pace in initial theatre engagements across the country, the company disclosed today.

The picture is besting "Three Coins in the Fountain" at the Centre Theatre, Denver, scoring a five-day gross of $12,600 to top an $8,634 figure achieved by the previous CinemaScope hit, it was stated.

"Woman's World" registered $20,540 in three days at the Oriental Theatre, Chicago, topping heavily a $14,920 gross of "Three Coins in the Fountain," according to the company.

Faith-Documentary Completed by Short

Negotiations are now in progress for distribution of "The Mighty Fortress," religious-type documentary featuring Billy Graham, evangelist, production of which has just been completed by Paul Short. Short's staff included Westbrook Van Voorhis, James A. Prichard, Don Higgins, Dave Cazalet and Jerry Beavan.

"The story," said Short, "deals with the phenomenal progress of religion of all faiths as evidenced in 1954. It should be a powerful instrument in the welding of theatre and church."

Ascap Heads Visting Radio, TV Stations

J. M. Collins, sales manager of ASCAP, met in Dallas this week with Stanley Adams, president of the society, who was returning from the Ascap West Coast meeting in Los Angeles.

Adams is making a series of personal visits with the sales managers of various TV and radio stations in the Texas and Louisiana areas, these calls being in the nature of a public relations tour.

Reopen Bridgeport House

HARTFORD, Oct. 6.—Loew's Poli-New England Theatres will relight the long-shuttered Globe, Bridgeport, on Friday, according to division manager Harry F. Shaw. Albert Domian, now assistant at Loew's Poli, Bridgeport, moves to the Globe as manager.

Miami Trust Trial Of 6 Distributors May End by Oct. 15

MIAMI, Oct. 6.—Now in its fourth week of trial in Federal District court here, the $9,450,000 treble damage anti-trust suit brought by Claughton Theatres against six distribution companies may be concluded by Oct. 15. The defense is now presenting its case to the jury.

John F. Caskey, New York attorney, has replaced E. Compton Timberlake among defense counsel here.

Shea Circuit Meet Set for Pittsburgh

PITTSBURGH, Oct. 6.—A meeting of managers and home office executives of the Shea Circuit will be held here at the Roosevelt Hotel on Oct. 26-28.

The agenda will include emphasis on the use, control and monitoring of CinemaScope presentation, especially in respect to stereophonic sound. Top item on the agenda will be exploitation and promotion of the coming product with emphasis directed specifically to creation of the "go-to-the-movies" impulse.

UA to Open New Philadelphia Office

United Artists' new Philadelphia exchange building will be officially opened on Monday at ceremonies presided over by general sales manager B. G. Kranze and attended by circuit heads, theatre owners, film buyers and theatre managers from the area.

Other United Artists sales executives and representatives attending the opening will be Eastern division manager Milton E. Cohen, Eastern district manager John Turner, Philadelphia branch manager Mort Magill and Mid-Eastern exploitation-publicity-promotion manager Max Miller.

Following the formal dedication of the new quarters, industry guests will be feted at a cocktail reception and luncheon.

Rejects Jury Trial In Levittown Case

PHILADELPHIA, Oct. 6. — District Court Judge Lord has dismissed the defendants' demands for a jury trial in the case of Levittown Theatre vs. Warner Brothers, et al. Judge Lord said the suit, which is one for injunctive release, is in equity and there is no constitutional right for a jury trial.

Schwartz to Coast

Conferences concerning two of the first offerings of Distributors Corp. of America, "Finian's Rainbow" and "The Viking," will be discussed on the Coast by president Fred Schwartz, who left here yesterday for Hollywood, and Milo Frank, producer of "The Viking," and Burton Lane, composer of the music for "Finian's Rainbow."

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Zanuck

(Continued from page 1)

representatives in the Western states that "just because our picture production is limited to major releases, do not think budgets are down.

"Actually," he added, "our costs have gone up because there can be no stinting on casts, stories and production values when all studios are trying to outdo each other in top quality entertainment as they are today."

Zanuck also declared the box office revival by CinemaScope provided impetus for today's competition.

Zanuck's address concluded a two-day meeting of western sales executives, conducted by William Gehring, general sales manager, who came to Los Angeles from New York for the meeting.

Top Sales Executives Present

Other top sales personages at the sessions were Alex Harrison, Western sales manager; Herman Wobber, Western division sales manager; Reville Kniffin, assistant division manager, and branch managers Morris Sudmin, Los Angeles; V. J. Dugan, Denver; C. F. Powers, Portland; Kenneth Lloyd, Salt Lake City; Jack Erickson, San Francisco, and Jack Burk, Seattle.

In his address, Zanuck pointed out that for each story property that reaches the screen in its final, CinemaScope form, "two and one-quarter other properties never make it."

"Sometimes," Zanuck added, "we buy a property with a specific star in mind, only to find that for one reason or another the person we want is not available when we're ready to shoot. Rather than put 'just anyone' in the role, we shelve the project until we get the man or woman we want."

Zanuck stressed the importance of pre-sold audiences as a reason for such studio purchases as "Lord Vanity," "A Man Called Peter," "The Tall Man," and "The Left Hand of God."

Bridgeport to Have Its First Drive-in

HARTFORD, Oct. 6. — Seymour Levine, Connecticut drive-in theatre operator, has filed an application with the State Police Commissioner's office here for authority to build a drive-in theatre on River St., in Bridgeport.

The project would be the initial outdoor venture for Connecticut's third largest city.

Levine, planning a Spring opening, will have capacity for 450 cars.

Color Tube Presented

CLIFTON, N. J., Oct. 6.—The first 21-inch rectangular color television shadow mask picture tube to be manufactured at Du Mont Laboratories, of which Paramount Pictures is an important stockholder, has been presented to Dr. Allen B. Du Mont, company president. The presentation was made by F. P. Rice, tube division manager, and Kenneth Hoagland, chief engineer.

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Reviews

"The Adventures of Hajji Baba"

(Allied Artists-20th Century-Fox)

[CinemaScope]

LAVISHLY produced in CinemaScope and brilliant De Luxe color by Walter Wanger for Allied Artists, which has turned the film over to 20th Century-Fox for release, "The Adventures of Hajji Baba" is an eye-filling, romantic adventure film of the Middle Ages which should delight both young and old alike and prove to be a good box-office attraction since the "Arabian Nights" type of legend enjoys wide popularity. Good exploitation angles can be found in abundance in this picture, which stars John Derek and Elaine Stewart, and abounds in derring-do, swordplay, intrigue and exotic women.

The music, written and directed by Dimitri Tiomkin, and sung by Nat (King) Cole, should also enjoy much popularity.

In Hollywood's latest trend of announcing the plot of the story prior to listing the title, cast and credits, the audience is informed that the handsome, young Derek, who portrays a barber, is about to leave his position in search of a greater fortune. A lean and testy merchant wagers with the rotund, kindly Thomas Gomez, another merchant, that in six months Derek will still be a barber and later on in the picture, the gamble pays off for Gomez.

Derek at once reminds a viewer that his portrayal is quite similar to the screen actions of the late Douglas Fairbanks, Sr., who fought and dueled with his adversaries in a bouncing, ducking, free-for-all style. On his way from rags to riches, Derek meets the local princess, portrayed by the ever-popular and sex-appeal personified kid, Miss Stewart, who had disguised herself as a boy in order to escape from her father's marriage plans. Consummating a deal in which Derek is to deliver her safely to Paul Picerni, an unsavory prince, the couple ride on to adventures which lead to romance under desert skies which are fully enhanced by the panoramic sweep of the CinemaScope lenses.

The romance between Miss Stewart and Derek ripens when both are captured, along with the merchant Gomez, by the dreaded Turcomans, a band of fierce and beautiful women who prey on the passing caravans and road travelers. After a rescue by the men of Picerni's troop, the couple are separated. But, near the end of the film, Derek steals his long-tressed chosen-one away from Picerni, who is killed in a duel.

Others cast in this spectacular are Amanda Blake, who portrays the leader of the Turcomans; Rosemarie Bowe, a long-stemmed dancing girl, and Donald Randolph. This picture was produced by Walter Wanger and directed by Don Weiss. The screenplay was written by Richard Collins and suggested by James Morier's novel.

Running time, 94 minutes. General audience classification. October release.

LESTER DINOFF

"Passion"

(RKO-Bogeaus) *Hollywood, Oct. 6*

WITH a title like "Passion" and a pair of co-stars like Cornel Wilde and Yvonne DeCarlo a picture like this could mislead a casual observer of the billing into thinking it's something it isn't. The fact of the matter is that it's a story about violence and vengeance in California back in the days of Mexican rule, and the passions concerned are avarice, hate, revenge and reprisal. The only romance in the piece is in the past tense and completely decorous. Raymond Burr, Lon Chaney, John Qualen, Rodolfo Acosta and Anthony Caruso head up the supporting cast. Allan Dwan directed from a script by Beatrice A. Dresher and Josef Lettes. Box office promise is moderate.

In the story, Wilde portrays a rancher who learns, on his return from a cattle drive, that his wife has borne him a son and that a long-time claimant to his lands has reasserted his demands and has organized a band of ruffians to enforce his wishes. While Wilde is in town arranging for a church wedding and a christening (his marriage having been a civil ceremony) the ruffians attempt to drive his wife, her father, mother, sister and baby from the home, and they kill the first three of these in the attempt. Wilde and his sister-in-law, believing the baby also was killed, set out on a campaign of revenge, killing one after another of the ruffians, and wind up on a snow-topped mountain where the last one has sought refuge and whence the police have followed the avengers. Both men are wounded, the villain fatally, but it's been learned on the way that the baby is not dead, as believed, and the police, having heard from the dying man that the men Wilde has killed were members of the group that did the original killing, assure Wilde that they'll be sympathetically inclined when he goes on trial for murder.

The picture is in color (print by Technicolor) and was shot for 1.85-1 aspect ratio. The scenic background of the final 20 minutes or so is beautiful. Most of the way, however, the killing and counter-killing is front and center.

Running time 84 minutes. General audience classification. Release date, Oct. 6.

WILLIAM R. WEAVER

'Scratcher' Contest

In cooperation with the Barker Greeting Card Co., the Rivoli Theatre here will award 50 back-scratchers of the type James Stewart uses in Paramount's "Rear Window" to as many persons who provide the longest lists of logical possible uses for the back scratchers, it was announced by the Rivoli's managing director, Montague Salmon, who sent gift scratchers to the press this week.

Cancel Ohio Deal

CLEVELAND, Oct. 6. — A last minute hitch prevented consummation of the previously announced sale of Horace Shock's Lima, Gloria and Sharon Drive-Ins of Lima, O., to Douglas Wick and Robert J. Leaver, Cleveland attorneys. Shock continues to operate the theatres and to maintain his status as a member of the board of directors of the Independent Theatre Owners of Ohio.

People

Lawrence W. Smith and **B. Ward White** have been promoted to new posts in the photofinisher and school sales division of Eastman Kodak Co. Smith has been named assistant manager of the division with responsibility for amateur color photofinishing, while White has been designated as assistant manager in charge of photofinisher apparatus.

□

Lindsley Parsons, Jr., assistant director with Lindsley Parsons Productions, and the former **Barbara Wright**, of Santa Monica, Cal., are honeymooning.

□

Henry Hede and **Stewart Barthelmess** have been promoted by the American Network, the former to the position of director of sales service for the ABC television network and the latter to the same post in the ABC radio network.

□

Robert Rancatore is the new student booker in the Boston offices of 20th Century-Fox.

□

Dr. James Hillier, pioneer in the development and use of the electron microscope, has joined the research and engineering staff of RCA as an administrative engineer.

□

Paul A. Barkmeier will become president of RCA Estate Appliance Corp. on Nov. 1, filling the vacancy resulting from the resignation of Cecil M. Dunn.

□

Harry Anger, in charge of television production at General Artists, will serve as chairman of the talent committee for the forthcoming "Celebrity Parade for Cerebral Palsy" to be held over WABC-TV on Oct. 23-Oct. 24.

□

Art Cauley, Paramount Theatre, Peterborough, Ont., and **George Shepherd**, Odeon Theatre in the same town, have been awarded life guest memberships in the Toronto Variety Tent No. 28 for organizing a benefit show that provided $550 for the Variety Village Vocational School for crippled boys.

□

Harry Woodworth has been appointed director of the ABC Radio Network for the Western division.

□

Don Knell, M-G-M booker in Charlotte, will enter the U.S. Army shortly.

'Aida' Hurok's First

A screening of S. Hurok's first motion picture production, Verdi's "Aida," in color, will be held at Bonded Film Studios here tomorrow for invited guests. A dinner at Leone's will precede the preview. The picture will be distributed by I.F.E. Releasing Corp.

Canada

(*Continued from page* 1)

amusement taxes collected increased to $685,389 from $540,390.

Community enterprises numbered 669 last year compared with 657 in 1952 and their paid admissions totalled 5,647,668 against 5,363,564. Receipts advanced to $1,851,685 from $1,702,824, and amusement taxes collected to $105,057 from $96,314. Halls serviced by itinerant operators decreased, with the number of paid admissions down to 1,381,655 from 1,487,420. Receipts fell to $468,562 from $495,584, but amusement taxes collected advanced to $31,859 from $30,446.

Motion pictures were exhibited commercially in 3,554 theatres and halls in Canada last year compared with 3,416 in 1952. The total number to see the shows decreased to 259,346,837 from 262,963,287, but the amount they paid, including taxes, rose to an all-time high of $122,655,068 from $118,434,481.

Representatives for 'Luther' Named

Cresson E. Smith, general sales manager of Louis de Rochemont Associates, yesterday announced a series of changes and additions in his organization of field representatives for the selling of "Martin Luther."

Robert I. Kronenberg of Manhattan Films International, Inc., Los Angeles, has been named to represent the Los Angeles territory. In Cincinnati, Edward Salzberg of Screen Classics, Inc., will represent the picture.

David Emanuel of Phoenix Films, Inc., New York City, will sell the picture in the Albany and Buffalo exchange areas. Kay Film Exchanges, Atlanta and New Orleans, will cover the Atlanta and New Orleans territories.

Frank Mantzke, Minneapolis, has been named to represent "Martin Luther" in the Milwaukee zone, and Bernard Rubin of Imperial Pictures, Cleveland, will sell the picture in that territory.

A final addition to the "Martin Luther" staff is John Kane of Concordia Pictures, Indianapolis, to sell the picture in the Indianapolis exchange area.

AMPP Press Meeting Scheduled for Today

HOLLYWOOD, Oct. 6. — Eric Johnston, president of the Motion Picture Association of America, following talks with AMPP board chairman Y. Frank Freeman and other officials, called press conference for tomorrow morning at association headquarters.

'Luther' Back to Guild

"Martin Luther," the Louis de Rochemont production will open for an extended popular price run at the Guild Theatre here on Oct. 15. It was at the same theatre a year ago when the original showing chalked up a 14-week run at advanced admissions.

'Star' Premiere on TV

A special telecast will be presented over WABC-TV Channel 7 of the two-theatre formal New York premiere of Warner Brothers' "A Star Is Born" next Monday night. The premiere will take place at both the Paramount and the Victoria Theatres and WABC will station camera crews in front of each theatre.

Review

"Hansel and Gretel"

(*Myerberg*)

BECAUSE "Hansel and Gretel" is regarded as one of the world's most famous stories, it is fitting that Michael Myerberg should use his new animated puppet process on such a popular and delightful work.

Somewhat reminiscent of the puppets in the old George Pal Puppetoons of several years ago, here is yet another addition to the advancement of new screen techniques. These animated figures are fascinating to behold as they duplicate the movements of the human body with innumerable facial expressions in addition. They are electrically controlled and are seen against animated backgrounds.

The musical score by Humperdinck is used most effectively as are many of the melodies from the opera. However, there is much dialogue so that the audience is not sated with the music. The voices of the performers used are perfect for a fairy tale. Constance Brigham plays both title parts and her deftness in switching from one to the other is remarkable. Mildred Dunnock is heard as the troubled mother and Frank Rogier as the happy, but poor, father.

Strangely enough, the most delightful character in the whole picture is the witch, played by comedienne Anna Russell. The puppet itself is exaggeratedly, but charmingly, ugly, and Miss Russell plays the part with such zest and comic ability it's almost a shame that she must have her inevitable demise in the oven. Some of her "material" would also seem to go over many youngsters' heads.

"Hansel and Gretel," in any form, is designed primarily for children, but this first full-length feature film version should find many appreciative adults among its audiences. The middle third of the picture may prove rather tedious going for any but children, but the rest is compensation enough. And the youngsters should find it a complete and unreserved delight.

The picture was directed by John Paul and adapted for the screen by Padriac Colum. The Technicolor photography is vivid and is consistent with the contents of the story. This, along with the fame of the story, the opera and most especially the new process, should contribute much to its success.

Running time, 75 minutes. General classification. Release date not set.

Film Advtg.

(*Continued from page* 1)

and civic leaders. Representatives of those groups, as well as theatre representatives, have been asked to attend tomorrow's meeting.

The advertising objected to, said McCaffrey, is used largely in connection with "immoral, crime and gangster" pictures.

The present move against the advertising marks the second time in recent months that concerted objections have been voiced against this type of publicity.

AA's 'Mathias' to Aid Olympic Fund

As its contribution to National Olympic Day which will be celebrated on Oct. 15, Allied Artists has announced that it will donate receipts from special showings of "The Bob Mathias Story" to the United States Olympic Committee.

Prints of the film will be available to the committee for special showings across the country. The receipts from these showings will contribute to the fund drive to allay the cost of equipping and transporting the United States' 1956 Olympic team.

Makelim Plan

(*Continued from page* 1)

of each film, and at this date 2,700 theatres have joined the new production plan.

An arithmetic computation would show that the 2,700 theatres have committed themselves to the tune of $4,600,800.

This estimate was made as Makelim left here to attend the national conventions of Theatre Owners of America and Allied States Association, stopping off at Dallas, New Orleans and Atlanta for talks with exhibitors.

ITOO Protest

(*Continued from page* 1)

16mm. versions of their films to television.

If they must sell to these accounts, Wile asks in the bulletin, why can't they demand 50 to 70 per cent as they do from theatrical accounts?

A 20th Century-Fox home office executive said yesterday that the films had been sold to the Historical Society with the provision that they would be made available only to members. If investigation shows this provision has been violated, he said, film service to the organization will be discontinued. He said the films involved belonging to his company are either documentaries or of the "Rebecca of Sunnybrook Farm" type.

Devine Elected

(*Continued from page* 1)

presidency to devote his full time to union activities as a statistician.

Moss said that Edward Dewitt of RKO Pictures home office has been elected to fill Devine's former vice-presidency post.

On or about Dec. 1, local H-63 will move to new and larger offices at 750 Eighth Avenue, Moss said. The union offices are presently located at 1674 Broadway.

Studio Craft Wages Increased in August

HOLLYWOOD, Oct. 6. — Craft workers in the film studios averaged $129.80 in weekly earnings during August as compared with the average July weekly wage of $122.20, the California Department of Industrial Relations revealed in its monthly report. The work week averaged 43.9 in both instances, the report said.

Tax Appeal

(*Continued from page* 1)

ment and held the New York City levy to be constitutional and valid, but Judge Stoddart suggested to the exhibitors that they take the suit to the higher court, and pending the appeal, to continue withholding the tax breakage from the city.

The exhibitor appeal of Supreme Court Justice Nicholas M. Pette's temporary injunction, filed in the Appellate Division in August by the theatre counsels, is now academic and falls by the wayside. The hearing on this new appeal will bring up all aspects of the case, including the Pette injunction appeal in which the exhibitor attorneys contend that the court did not go far enough in curbing the five per cent tax and its major fraction issue.

Johnston in Group For Atomic Study

WASHINGTON, Oct. 6.—Motion Picture Association president Eric Johnston is one of a dozen American businessmen and financiers who have formed a group to study investment possibilities in the peacetime future of atomic energy.

Others in the group, whose formation was announced this week, are Harvey S. Firestone, Jr.; former Undersecretary of Defense Roger M. Kyes, Gardner Cowles, Hoyt Ammidon and Nathan W. Pearson. The group has retained Robert LeBaron, former chairman of the Military Liaison Committee of the Atomic Energy Commission, to make continuing studies of various industrial and commercial possibilities of peacetime use of atomic energy both in the U. S. and abroad.

Want Mass. Censor Case in State Court

BOSTON, Oct. 6.—The defendants in the RKO Radio Pictures censorship case, the Commissioner of Public Safety, the mayors of Boston and Lynn and other state officials, have filed motions to dismiss the case from the U.S. District Court, claiming that remedy for the complaint should be in the state court and not in the Federal Court, and that RKO, as a distributor has no right to sue the defendants who grant licenses to show films to exhibitors only.

The court has given the defendants until Oct. 13 to file briefs and to prepare arguments regarding this matter, and likewise, has given the attorneys for the plaintiff an additional two weeks to reply to the arguments and briefs. The court will then decide whether the case should be heard in the Federal Court or should be brought up in the Suffolk Superior Court in Boston.

RKO had sued over the banning of "The French Line."

$17,500 2nd Week Gross for 'Bread'

In spite of stiff competition from unseasonally hot weather and seasonally hot interest in the World Series, "Bread, Love and Dreams" finished a second record breaking week at the Paris Theatre here with business better than $17,500, IFE reports.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 70 NEW YORK, U. S. A., FRIDAY, OCTOBER 8, 1954 TEN CENTS

TOA Weighs Bid to Join Allied on Gov't Control

Marcus Letter to Reade Presses for Action On United Exhibitor Front to Gain Rentals Regulation; Decision Seen Up to TOA Board

Theatre Owners of America, as a result of prodding this week by Ben Marcus, president of Allied States, is certain to respond one way or another in the near future on the question whether it will go along with Allied on the proposal of the latter to seek Federal regulation of film distribution.

The effort to draw TOA into the program, as reported by MOTION PICTURE DAILY on Sept. 17, was first broached informally at a hush-hush meeting of exhibitor organization leaders at the Blackstone Hotel, Chicago, last month.

This week, Marcus made the attempt not only official but public, as well, by addressing a direct plea to Walter Reade, Jr., TOA president, to go along with Allied's Federal regulation plan and by releasing the letter to the trade press for publication before it had been received by Reade.

The TOA president could not be reached for comment yesterday but the Marcus letter was addressed to him at TOA's headquarters here. Inquiry at that office yesterday morning brought the statement that Marcus's letter had not yet been received. Reade had not attended last month's meeting in Chicago. TOA was represented there by Alfred Starr of Nashville and George Kerasotes of Springfield, Ill.

Among the Allied representatives present at the meeting were Marcus,

(*Continued on page 6*)

Film Clinics Set

U.S. Control Tops Allied's '54 Convention

Board Meets Sun.-Mon.; Convention, Tues.-Thurs.

By J. A. OTTEN

WASHINGTON, Oct. 7. — Allied States Association's proposal for Federal regulation of the film industry will be the top topic for both the board meeting and general convention in Milwaukee starting Sunday, general counsel Abram F. Myers said here today.

The board meets Sunday and Monday at the Schroeder Hotel, with Allied's silver anniversary convention following on Tuesday, Wednesday and Thursday. The affair will climax with the annual convention banquet Thursday night.

Myers will submit to the board meeting his proposed bill for Federal

(*Continued on page 6*)

Youngstein Abroad For 'Contessa'

Max E. Youngstein, vice-president of United Artists, will fly to Europe over the weekend to set campaigns heralding international premieres of "The Barefoot Contessa."

To chart the advertising, publicity and exploitation activities, Youngstein will confer with UA's top promotion and sales executives in Paris, London and Rome.

The first overseas premiere of "The Barefoot Contessa" will be held at the Odeon Leicester Square in London on Nov. 4 and will open in principal cities throughout the Continent shortly thereafter.

Owners' 'Ultimatum' Going to Minn. Union

Special to THE DAILY

MINNEAPOLIS, Oct. 7.—Minneapolis independent theatre owners will either close their houses or operate on an open shop basis if a new contract with Local 219, IATSE, is not signed prior to the Nov. 30 deadline, it was learned from a reliable source today.

Angered by the union's demand for an increase of five per cent the first year and five per cent for each of the second and third years, the exhibitors

(*Continued on page 6*)

Allied to Re-Elect Officers Next Feb.

MILWAUKEE, Oct. 7. — Allied States Association's winter board meeting will take place in St. Louis immediately before or immediately after Allied's second national drive-in convention. The drive-in convention will be held at the Chase Hotel, Feb. 7-10.

Allied's annual election of officers is held at the winter board meeting. Since Allied presidents and other officers traditionally serve for two years, it is expected that Ben Marcus of this city and his current slate of officers all will be re-elected for a second term.

Montague, Lichtman Allied Speakers

Special to THE DAILY

MILWAUKEE, Oct. 7.—Abe Montague, Columbia general sales manager; Al Lichtman, head of 20th Century-Fox distribution, and William F. Rodgers, former M-G-M general sales manager, now adviser to Allied Artists, will be guest speakers at Allied States' annual convention here next week.

Special interest in Allied circles attaches to Montague's appearance on the program inasmuch as he, with Ben Kalmenson, Warner Bros. general

(*Continued on page 6*)

New Type Lens From Holland

A new type anamorphic lens, developed in Holland and known as the Delrama, will be marketed in this country shortly, it was reported here yesterday following a series of private demonstrations conducted for technical people.

The lens is said to be not variable and is designed to show pictures in an aspect ratio of 2.55 to 1. It is neither cylindrical nor prismatic, but has its basis on a two-quartz fused reflector surface.

Cost of the lens is reported to be less than those currently on the market. Distribution channels are now being negotiated and an announcement is expected to be made shortly regarding sales outlet. Only a "tool room" model is in this country now, but technicians who witnessed the demonstrations said that they were impressed by the possibilities of what they saw.

The lens was invented by Doctor Bauer of Holland.

'Emeritus' Status for Breen

Johnston's Proposals Treat Code Fee, Academy Deficit

By Staff Correspondent

HOLLYWOOD, Oct. 7.—Eric Johnston, president of the Motion Picture Association of America, at a press conference held here today, outlined the specific recommendations which he planned to submit to studio heads at a dinner to be held later in the Beverly Hills Hotel.

In addition to the three recommendations, which concern matters closest to Hollywood professional interest, Johnston will present at the dinner a complete report on industry conditions, foreign and domestic.

Possibly uppermost in Hollywood professional interest is the need for raising Production Code Administration service charges to meet overhead expenses affected by the shrinkage in production. Johnston said he favors a sliding scale for PCA inspection based on picture budgets, but did not supply

(*Continued on page 4*)

Harris, Hoover to Head NCCJ Drive

John H. Harris, president of the Harris Amusement Co. of Pittsburgh, has accepted the chairmanship of the 1955 campaign of the motion picture industry for the National Conference of Christian and Jews. Harris, who was the founder of the Variety Clubs and is now international Big Boss, will be assisted in the campaign by George Hoover, international chief barker of the Variety Clubs, who will serve as vice-chairman.

The campaign committee invited Harris to serve as chairman at a planning session which was held here on Sept. 23.

Personal Mention

JULES LEVEY, independent producer and distributor, has returned here from Los Angeles and San Francisco.

•

GEORGE WELTNER, president of Paramount International, will leave New York by plane today for Paris.

•

JAMES KING, ROBERT TOBY, GEORGE GALL, JOHN LEEDS and RUDOLPH FRANK, of the production staff of Cecil B. DeMille's "The Ten Commandments," will arrive in New York from Hollywood over the weekend enroute to Cairo, Egypt.

•

GINA LOLLOBRIGIDA, who was scheduled to leave here by plane for Italy today, has extended her stay in New York for a week.

•

MILLY VITALI, Italian actress who arrived in New York yesterday from the Coast, will leave here on Sunday by plane for Rome.

•

JOHN STARBUCK, Paramount choreographer, will leave New York tomorrow for Hollywood.

•

JESSE KAYE, M-G-M Records representative, has returned to the Coast from New York.

•

JOHN MICHAEL HAYES, writer, has left Montpelier, Vt., for Hollywood.

•

JUDY GARLAND has arrived here from the Coast.

20th Sets 'Carmen' Distribution Plans

A "custom tailored" distribution program has been set for "Carmen Jones" by 20th Century-Fox with the CinemaScope musical slated to bow initially this month in three key situations, one in the East, one in the Midwest and one on the West Coast, preceding national release in December.

The trio of showcase engagements will be in New York, Chicago and Los Angeles and will serve as hubs of territorial openings of the Otto Preminger color by De Luxe production in December following campaign patterns established in each of the three situations.

"Carmen Jones" will open on Oct. 28 at the Rivoli Theatre, New York; shortly thereafter in Chicago, in a theatre to be announced; and will follow with a twin opening in Los Angeles, at the Wilshire and Los Angeles Theatres, on Nov. 4.

Heavy Promotion Planned

Each of the engagements will be given important promotional treatment climaxed by Hollywood-styled openings attended by stars and covered by TV, radio and newsreels, 20th-Fox announced. The film's Rivoli Theatre playdate is receiving a strong advance campaign in which producer Preminger and stars Dorothy Dandridge, Harry Belafonte and Olga James are engaging in an intensive program of press interviews and guest appearances on a score of TV and radio programs.

AA Invites Censor To View 'Jungle'

HOLLYWOOD, Oct. 7.—Allied Artists, refusing to delete "The Human Jungle" dance sequence which got the picture barred by Memphis censor Lloyd T. Binford, instructed its Memphis branch manager, Dailey Prichard, to invite Binford to view picture personally, as the ban was invoked on the basis of reports from three Binford subordinates.

If the situation remains unresolved, it is understood, AA will play the film in West Memphis.

'Star' Set in Twelve RKO Situations

The world premiere of Warners "A Star Is Born" at the RKO Pantages Theatre in Hollywood, was the first of twelve engagements scheduled for the RKO Theatres' circuit.

The next three openings were set at the Orpheum, Minneapolis; Orpheum, St. Paul and the Orpheum, New Orleans. Other premiere showings will take place this month at the Albee, Cincinnati; Palace, Columbus; Orpheum, Davenport; Orpheum, Des Moines; Palace, Rochester; Orpheum, Sioux City; Keith's, Syracuse; and the Lincoln, Trenton.

The two-theatre New York opening will be held Monday night.

One of the biggest over-all advertising campaigns is planned for "A Star Is Born" in each of the RKO cities.

NT Declares Its First Quarterly Dividend

HOLLYWOOD, Oct. 7.—National Theatres board of directors today declared a dividend of 12½ cents per share on the outstanding common stock, payable Nov. 4th to stockholders of record on Oct. 21.

This is first quarterly dividend declared by the company, and the first dividend declared during the current fiscal year, which began Sept. 26.

Wallis Back to Coast

HOLLYWOOD, Oct. 7. — Hal Wallis, who will put "The Rose Tattoo" into production at Paramount next month, has returned to his Hollywood office after an extensive business trip to New York and Europe during the past several weeks. During his trip he held conferences with Anna Magnani, who will make her first American appearance in "The Rose Tattoo," and Tennessee Williams, author of the play upon which the screen version is based.

Jane Russell in P.A.

HOLLYWOOD, Oct. 7. — Jane Russell, star of RKO's "The Big Rainbow," will make personal appearances in connection with the world premiere of the film at the Fox Theatre, St. Louis, on Dec. 21, it was announced here this week.

"The Big Rainbow" will serve as the vehicle to introduce SuperScope, the new wide-screen projection system.

London Showing of SuperScope Tuesday

LONDON, Oct. 7.—Demonstrations of the SuperScope lens will be given here next Tuesday at J. Arthur Rank's Tottenham Court Road Odeon with Joseph Tushinsky and Walter Branson, RKO Radio's worldwide sales head, presiding.

The lens is being marketed this side by RKO-Radio, whose London manager, Robert S. Wolff, has circularized every exhibitor in the country with detailed specifications of the process. No price has yet been fixed for the lens. Wolff however says that he has hopes of manufacturing the lens here.

Demand for Standardization

The claim is made that SuperScope will accommodate any anamorphic squeeze print up to a ratio of 3:1, but an urgent demand for an agreed standardization of print ratios grows among exhibitors here. The majority of theatremen favour a ratio of 1.85:1 and a formal ultimatum that all films be available in that ratio is likely to be issued by CEA in the near future.

4 Start, 5 Finished; 34 Films in Work

HOLLYWOOD, Oct. 7.—Four new pictures were started the past week; five pictures were completed, for a total of 34 pictures now before the cameras.

Started were: "The Man From Laramie," William Goetz, CinemaScope, Technicolor, and "Cell 2455" (Columbia); "Santa Fe Passage," Truecolor, and "Magic Fire," Truecolor (Republic).

Completed were: "Dance in the Sun," Paal-Arion Prods., Klang Stereo, Gevacolor (Independent); "The Glass Tomb," Hammer (Lippert); "Eddie Foy and the Seven Little Foys," VistaVision, Technicolor (Paramount); "Untamed," CinemaScope, Technicolor, and "Prince of Players," CinemaScope, Color (20th Century-Fox).

J. V. O'Gara to N. Y. Buena Vista Post

James V. O'Gara has been appointed special home office sales representative for Buena Vista, it was announced by Leo F. Samuels, president of the Disney distribution subsidiary. O'Gara will make his headquarters in New York, where his activities will be directed by Irving H. Ludwig, the company's domestic sales manager.

O'Gara formerly was with 20th Century-Fox as manager of offices in Trinidad and Chile. He was also South American sales supervisor and domestic eastern sales manager for Republic Pictures.

Canadian Shipments

OTTAWA, Oct. 7.—Canadian Government reports shipments of films to foreign markets declined to $2,639,000 in the first eight months of 1954 in contrast to $2,880,000 in the same period of 1953. Film exports rose to $334,000 in August against $211,000 in July; $302,000 in June, and $186,000 in August last year.

'Daily' Thanked for Israel Bond Aid

TO THE EDITOR OF
MOTION PICTURE DAILY:

May I extend the deep appreciation of the entire Israel Bond organization to you and the staff of the Motion Picture Daily for the wide coverage given to the testimonial dinner for Barney Balaban which was held last month.

As you may know, the dinner was sponsored by the Metropolitan Council of B'nai B'rith in behalf of the State of Israel Bond Drive. The overwhelming success of the dinner, both as an industrial affair and a major effort to aid Israel, we feel reflects in large measure the interest shown by your publication.

Proceeds of the Israel Bond Issue constitute the major source of capital for Israel's economic development. The wide publicity given to the dinner by your paper, therefore, can be said to have played an important role in advancing the progress of a sister democracy.

Please convey to all concerned our heartfelt thanks and appreciation for the splendid job done.

HARRY SEEVE,
DIRECTOR, GREATER NEW YORK COMMITTEE,
STATE OF ISRAEL BONDS.

New York, N. Y., Oct. 6, 1954.

Flinn, Wirthwein to Chi.

HOLLYWOOD, Oct. 7.—John C. Flinn, Allied Artists advertising-publicity director, and Harold Wirthwein, Western division sales manager, will leave Hollywood on Tuesday for Chicago, where they will attend the company's sales meeting, which is scheduled to open Thursday at the Blackston Hotel.

Dietz on CBS Monday

Howard Dietz, vice-president of Loew's, will be heard on the CBS radio network from 11:30 to 11:45 A.M. on Monday. As celebrity guest on "Make Up Your Mind," Dietz will discuss the handling of temperamental stars.

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Sept. 6, 1954

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Dear Mr. Wolf:-

This may be a testimonial letter Mr. Blumberg will prize.

Some weeks ago, we discontinued trailer service for a couple of reasons. (a) We had the opportunity in our contract, (b) We wanted a test of their value, and (c) finances.

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Will you kindly write us up a new contract at the usual terms, and get trailers headed our way as soon as possible.

Thanks and regards,

Sincerely,
LYRIC THEATRE
H.T. Gantt
H.T. GANTT

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Johnston

(*Continued from page* 1)

details. The present method is by bracketed groups based on production costs, with the top category beginning at $500,000. Speculation is that a new category with a higher base line might be contemplated.

Closely associated with the code fee proposal, in Hollywood interest, is the possibility that PCA director Joseph I. Breen may be given "emeritus" status and Geoffrey Shurlock promoted to directorship. Johnston said he will recommend this and expects complete approval.

Answering questions, Johnston said he will recommend that the industry allocate money in the required amount to wipe out the deficit now confronting the Academy of Motion Picture Arts and Sciences, as was done years ago. The amount, he said, is "roughly $100,000." The decision on whether or not to aid the Academy Award activity will be made later on and after re-examination, he added.

Expects Acceptance

Johnston said he anticipates no resistance to these recommendations and expects to take back a favorable report to the MPAA board, which has the final voice in the matter.

Johnston, while hailing the renewed progress of the industry, cited the rise of many new problems and the necessity for many economies in the conduct of the business. Among the latter, he mentioned a move for the combining of distribution facilities of all companies into a single over-all system for shipping locally and overseas. He predicted that the plan would be tried shortly.

Johnston will leave here Monday night for San Francisco enroute to Washington, with a stopover in Chicago.

Foreign Trade Meet To Draw Industry

Representatives of the industry are scheduled to be in attendance at the 41st national foreign trade convention at the Waldorf Astoria Hotel here on Nov. 15-17 where conditions affecting U.S. international trade and investment issues will be discussed.

It is expected that officials representing the Motion Picture Export Association, Independent Motion Picture Distributors Association, Society of Motion Picture Producers and possibly representatives of I.F.E. Releasing Corp. will attend some of the sessions.

Shackleford Again Heads Alberta Assn.

TORONTO, Oct. 7.—In preparation for the annual convention here on Nov. 22 of the national committee of the Motion Picture Exhibitors Associations of Canada, the annual meeting of the Alberta Theatres Association was held at the Macdonald Hotel, Edmonton, where Mayor A. W. Shackleford of Lethbridge, partner-manager of Famous Players, was reelected president.

L. J. Chown, Strand Theatre, Calgary. was named secretary-treasurer for the 11th year. President Shackleford, secretary Chown and vice-president Douglas Miller of Tabor, Alta., will represent Alberta exhibitors at Toronto.

Reade Circuit Books Legitimate Shows

OAKHURST, N. J., Oct. 7. — Walter Reade Theatres is embarking on an extensive season of stage presentations with "Tea and Sympathy," the Ballet Theatre, "Oklahoma" and the Spanish Ballet already booked, it was announced by Walter Reade, Jr., circuit president.

Reade, in announcing the stage policy, declared that this is the first time that the circuit has entered a Fall season with so many legitimate attractions booked.

Start Set for Oct. 28

The national company of "Tea and Sympathy" will start its cross-country tour at the St. James Theatre in Asbury Park, N. J., with a total of three performances on Nov. 5 and 6. The Ballet Theatre will perform at the Broadway Theatre in Kingston, N. Y., on Oct. 28; on Dec. 11 at the Majestic Theatre in Perth Amboy, N. J., and Dec. 10th at the St. James Theatre.

The Spanish Ballet will play four Reade houses, the Oxford in Plainfield, N. J., on Dec. 3, the Broadway in Kingston, on Dec. 2, and the St. James on March 11, and the Majestic on March 12. "Oklahoma" will appear at the Oxford Theatre in Plainfield, N. J. on Oct. 29 and 30.

Gilbert and Sullivan Scheduled

In addition, the circuit has completed arrangements with the Monmouth Arts Foundation, a nonprofit cultural organization in Red Bank, N. J., to present four shows at its Carlton Theatre there, starting with "An Evening with Agnes Moorehead" on Nov. 16th. These will be followed by performances of "The Little Foxes" by the Monmouth Players, a local professional acting group on March 15 and a performance of the Gilbert and Sullivan "Pirates of Penzance" on May 24. The Foundation will also sponsor a motion picture show in the circuit's "Curtain at 8:40" series of foreign films in April.

Howco Expanding Offices in South

NEW ORLEANS, Oct. 7.—Besides announcing the start of production on "Kentucky Rifles," Joy N. Houck, co-head of Howco Productions, also said that the organization is opening an exchange office in Memphis for the purchase and distribution of independent films.

Handling the production of "Kentucky Rifles" is Carl Hidelman and associate producer Ira Webb.

Houck said that the opening of the Memphis exchange enables Howco Productions to have outlets in six areas —Charlotte, Dallas, Atlanta, Jacksonville, Memphis and New Orleans. Associated with Houck are Harold Cohen, Lippert franchise owner in New Orleans, and Francis J. White, co-owner of Consolidated Theatres in the Carolinas.

100 Dallas Drive-ins In 'Ribbon' Dates

Over 100 drive-ins will participate in the saturation bookings of RKO's "She Wore a Yellow Ribbon" in the Dallas area beginning Oct. 31, it was announced by Walter Branson, RKO's world-wide general sales manager.

This is the first mass regional drive-in booking of the John Wayne reissue since the New England area premiere. When all active drive-in territories are covered, the John Ford Technicolor release will be withdrawn until the beginning of the outdoor season next year.

According to present plans, the Los Angeles area will be next territory covered.

New FPC Art House

TORONTO, Oct. 7.—The North End Avenue Theatre, 680 seats, operated in partnership with Famous Players, becomes Toronto's latest art house today with the opening of the Canadian-produced "Ti-Coq" in the French language.

Review

"Angelika"

(Joseph Brenner)

THIS latest German import seems more closely akin to the American soap opera. It has almost all the ingredients including fear, hope, frustration, several moments of joy, much misery and an abundance of love. And luckily for the picture it has for its star the lovely and talented Maria Schell who has been seen here in a few British films.

Miss Schell's fragile beauty and rare, warm smile light up the screen whenever she appears. She prevents the contrived and unrealistic story from becoming excessively maudlin. "Angelika" is not ideal fare for the art houses, but it won't bore the audience and Miss Schell is certainly worth recommending.

The story tells of a young lady, played by the star, who has an incurable disease. Her nurse's fiancee, a noted research doctor, has discovered a serum which relieves pain and fear. The girl rallies and quickly falls in love with the man who has helped her. Knowing that this is but a temporary aid the good doctor proceeds to work feverishly to discover a cure for her affliction.

Miss Schell wants to marry the doctor so much that her nurse agrees, if it will mean some happiness for the dying girl. After their marriage, the doctor not only discovers the cure, but it's an unqualified success. He then realizes that their marriage is not one-sided. This, however, leaves the nurse out in the cold, so to speak. Her unpleasant situation is neatly solved, too, with as little plausibility as the preceding events.

Although the plot has whiskers on it, the interest is generally sustained. In support of Miss Schell is Dieter Borsche as the doctor and Heidemarie Hatheyer as the nurse, both performing competently. The picture was written by Thea Von Harbou and is a Friedrich A. Mainz production. Joseph Brenner Associates is presenting it in the U.S. A dubbed version will be released shortly in addition to this one with good English subtitles.

Running time, 99 minutes. General classification. Released in September.

People

Cy Donegan, Jr., has been named New York sales manager of Minot TV, Inc., by Charles Amory, president. Donegan has been with Motion Pictures for Television for the last two years and will continue to sell product just acquired from MPTV.

Scott Lett has been appointed Southeastern sales representative for Filmakers Releasing Organization.

Kendall Way, first assistant chief Barker of the Dallas Variety Club, has been given the R. J. O'Donnell Award which is presented annually in appreciation of efforts in behalf of the tent's Boys Ranch and other charities.

J. A. Milling, of Howard W. Sams & Co., has been reappointed chairman of the jobber relations committee of the Radio-Electronics-Television Manufacturers Association.

Clyde Williams of the Dallas Variety Club won the low score honors in the tent's annual golf tournament in which almost 100 players competed.

Harold Lawrence has been named assistant manager of Parker's Broadway Theatre in Portland, Ore

C. G. (Hickey) Lawing, projectionist for National Theatre Supply Co. in Charlotte, has just become the grandfather of twin girls.

Don Hassod is the new assistant manager at the New Fox Theatre, Portland, Ore.

Paul Smith will conduct a 52-piece orchestra to record his score of **Walt Disney's** "20,000 Leagues Under the Sea."

UA Sets Staff of 20 Exploiteers

United Artists has assigned a force of 20 exploitation men to the field to set up regional openings of "Suddenly" and "Sitting Bull."

Cities covered by the exploiteers, working under the direction of United Artists exploitation manager Mori Krushen, are Seattle, Portland (Ore.), San Francisco, Los Angeles, Phoenix, Denver, Salt Lake City, Kansas City, St. Louis, Milwaukee, Chicago, Cleveland, Pittsburgh, New Orleans, Houston, Atlanta, Memphis, Omaha, Little Rock and Des Moines, as well as key cities throughout the New England territory.

'Contessa' Chicago Date

"The Barefoot Contessa" will have its midwest premiere at the United Artists Theatre in Chicago on Oct. 20,

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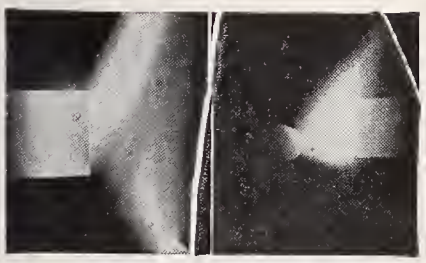

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Speakers

(*Continued from page* 1)

sales manager, was singled out for the strongest kind of criticism by Allied's emergency committee which met with major company general sales managers in their New York offices prior to Allied's White Sulphur Springs, W. Va., board meeting last August.

It was at the White Sulphur Springs meeting that Allied's board furthered its plan to seek Federal regulation of distribution. The Allied committee reported that Montague and Kalmenson, of all the sales executives interviewed on policies by the committee, alone showed no sympathy for exhibition problems and made no offer of conciliation or compromise.

Lichtman, Reagan Praised

Lichtman, along with Charles M. Reagan, Loew's-M-G-M vice-president in charge of distribution, was singled out for praise in the committee's report for interest shown and indicated willingness to help wherever legitimate assistance could be given.

The three sales executives are scheduled to appear at the Wednesday afternoon business session immediately following the annual report of Allied's president, Ben Marcus of this city.

Equipment and new processes are given a prominent place on the convention program with a demonstration of Perspecta sound scheduled for next Thursday morning at the Riverside Theatre here, and afternoon talks the same day on VistaVision by a Paramount official, and on Perspecta sound by a Loew's official.

'Ultimatum'

(*Continued from page* 1)

have countered with a demand that the projectionists submit to a 25 per cent cut, one man in a booth, and an "early termination" of negotiations.

The increase sought would mean 10 to 30 dollars additional per booth per week.

Three years ago negotiations opened in the fall and dragged on until spring, with the operators collecting large checks for retroactive pay.

"There will be no retroactive wages this time unless it is a retroactive cut," one exhibitor said grimly.

It was also learned that the independent theatre owners have unanimously signed an agreement backing the negotiation committee headed by Ted Mann, owner of the World Theatre, Loop art house, agreeing to shut or run open shop unless a new contract is signed by the Nov. 30 deadline.

The matter of salary is still open to negotiation, but the deadline is not. The ultimatum on the deadline is expected to be given to the union momentarily.

Goetz Buys Novel

HOLLYWOOD, Oct. 7.—"The Brothers Ricco," current novel by the French author, Simenon, has been purchased by William Goetz Productions and placed on the company's 1955 schedule for Columbia Pictures. Peter Viertel has been signed to write the screenplay and Robert Parrish will direct.

Award to 'Star'

"Parents' Magazine" has awarded its Medal of Special Merit to Warner Brothers' "A Star Is Born."

Gov't Control Top Convention Item

(*Continued from page* 1)

regulation, he said, "but it is not expected that the board will act on this until it has been presented to the convention and the reaction of the delegates has been seen."

Presumably the convention will be asked its views and the board will affirm whatever action the convention takes before the meeting breaks up.

Other main topics up before the board, according to Myers, who also is chairman, will be the print shortage and high film rentals "which have caused an exhibition crisis that crosses organization lines and extends throughout the country." Myers said regional vice-presidents would report on conditions in their areas and particularly on whether there have been any changes since Allied's special committee met with distribution officials in New York in August.

Another key question for the board will be to decide whether to renew Allied's membership in the Council of Motion Picture Organizations, for how long, and on what terms and conditions. Allied's one-year membership expires this month.

The board will also discuss the matter of engaging a Southern research firm to study and report on the merits of certain items of equipment put out by different manufacturers.

Myers will be the keynote speaker at the convention which it is estimated will draw approximately 750 delegates.

Ben Marcus, president of Allied, declared that it was fitting that Myers, because of his continuous associati with Allied for a quarter century, keynoter of this silver anniversa convention, adding that no one in A lied is more qualified than Myers b cause the history of Allied and accomplishment have been bound t gether under the influence of his w and guiding hand.

Tells of Regard for Allied

Myers, in accepting the assignme said he felt a deep affection for Alli and what it has stood for over t past 25 years and that his part Allied's course of action in behalf the independent exhibitor was to great extent inspired by the ev present enthusiasm and untiring su port of many of Allied's great exhil tor leaders of today and yesterye Myers further said, "Although t Silver Anniversary event of Alli may strike many as strictly an affa of sentimental celebration, I hasten correct such an assumption, addi that while such sentiment will sha part of the spotlight of the comi convention it must not be overlook that the main theme of the conve tion is 'The Product Convention' a all efforts will be concentrated on t exhibitors' right to make a profit the product he plays from the d tributors, and on the other curre evils that are gradually forcing t small theatre owner out of busines

As in years past, film clinics w play a big part in this year's conve tion, shaping to a great extent t action to be taken on the conventi floor. S. J. Goldberg, president Wisconsin Allied, the host unit, w be coordinator of the clinics.

Sees 'Common Ground'

"It is through these clinics," B Marcus, national Allied presid said recently, "that the individual e hibitor finds the common ground wi which he and his brother exhibit in a comparable situation, can u in discussing and deciding the pro lems that are peculiar to their pa ticular type of operation."

This year the clinics will be divid into seven categories: small towns 3,500 or less population, large tow of up to 20,000, cities of 20,000 100,000, large cities of over 100,0 key neighborhood and subsequent ru outdoor theatres and circuit buyi and booking.

TOA Ponders Allied's Bid

(*Continued from page* 1)

Abram Myers, Allied chairman; Wilbur Snaper and Trueman Rembusch.

Last Aug. 26 while the Allied board was meeting at White Sulphur Springs, W. Va., at which time the move for Federal regulation was formalized, Reade was interviewed by MOTION PICTURE DAILY and said that, speaking for himself, he has "never known exhibition to come out on top when it went to the government."

Observers recalled at the time that over a period of the past several years Allied has repeatedly refused to go along with TOA's favorite project for smoothing some of the exhibitor's trade practice problems—arbitration. TOA still is engaged in meetings with distribution representatives in an effort to set up an industry arbitration system. Allied has consistently ignored the whole thing.

Whether that would have any effect on TOA's reply to Allied's bid now for joint action on the latter's Federal regulation plan, TOA officials who were queried yesterday declined to surmise.

Say Board Must Act

Those officials pointed out that the response would require action by the full TOA board of directors, if not by the organization's annual convention in Chicago, starting Oct. 31. Therefore, they insisted, their personal opinions of the desirability of Federal regulation aimed largely at limiting prices of film, are meaningless at this time.

Following the Chicago meeting last month, trade observers said Allied's move to win TOA support for its regulatory program undoubtedly was dictated by the fact that legislation to carry out such a program would stand a vastly greater chance of success if it were to have the unanimous backing of exhibitor organizations than it would if exhibition presented a divided front on the subject before Congressional committees.

In his letter to Reade this week urging TOA support of the Allied legislative control plan, Marcus said that "all exhibitors regardless of size or affiliation" are threatened by current distribution policies. If those policies "prevail for another year," he wrote, "both large and small exhibition is doomed to destruction."

He made reference to an "artificial product shortage which automatically results in exorbitant and extortionate film rentals and in a shortage of prints."

He then recalls that there "has been some talk by some members of TOA as well as Allied for possible merger." He states that while he, personally, feels that an Allied-TOA merger "at present is premature and inadvisable, this I believe would be the proper time due to the common threat which is about to destroy all of us, to possibly start going together and to keep company. This would not only tend over a period of time to prove our compatibility, but such unity of all exhibitor groups is most urgent if we are to avert total annihilation and economic slavery."

Discuss Allied Committee

Marcus's letter next refers to Allied's recently formed Emergency Defense Committee and its "declaration of emergency," saying:

"Now whether we agree or disagree on all four sections of this Declaration of Emergency is not important, but there is enough in any one of these sections for any exhibitor group regardless of its affiliation or how it may be constituted to join forces with Allied, and I invite you and your group of exhibitors to back the action of our board. It was only through unified planning and action that the exhibitors of America broke the 'Sound Barrier' and as a result the exhibitors and also Twentieth Century-Fox have gained tremendously through this united action."

"As we approach the eve of the National Allied Convention which is scheduled in Milwaukee October 12-14, and your National T.O.A. Convention which is scheduled for November 1, it would give the exhibitors of America a great moral uplift, if all exhibitor organizations would declare their unreserved support of the Allied Declaration of Emergency, and I of Allied develop into a 'united emergency defense committee' to be known as U.E.D.C.," Marcus concludes.

Is Allied's Plan Official Or Not?

Trade observers here yesterday remarked on seeming contradictions in Allied States' references to the present status of its plan to seek Federal regulation of film distribution.

Allied officials discussing the program for the annual convention in Milwaukee next week said that both the Allied board and the convention will have to act on the Federal regulation plan before it becomes official. Yet Ben Marcus, Allied president, in his letter to Walter Reade, Jr., Theatre Owners of America president, made public yesterday, obviously regards the plan as official while inviting TOA to join in backing the plan.

IT'S TIME FOR THE GRASS ROOTS TO SHARE IN THE HARVEST!

The Dollar-Wise Exhibitor is Making His Reservation NOW for the

1954 TOA CONVENTION

COMBINED WITH

TESMA-TEDA-TOA-IPA TRADE SHOW

CONRAD HILTON HOTEL • CHICAGO, ILL.

OCT. 31 – NOV. 4

FOUR GIANT OPEN FORUMS:

Concessions!

Drive-In Theatres!

Theatre Equipment and New Processes!

Prohibitive Film Rental and Stimulation of Independant Production!

SHOUT

don't whisper...

"'The Barefoot Contessa' is the biggest United Artists hit ever to play the Capitol, N.Y. Topping even the sensational grosses of 'Moulin Rouge' and 'African Queen.'"

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 71 NEW YORK, U. S. A., MONDAY, OCTOBER 11, 1954 TEN CENTS

Allied Bill Would Make F.T.C. Film Price Arbiter

Also Requires Distributors to Post Terms For Film and Theatre Types, and Hearings When Theatres Object; Drafted By Myers

By SHERWIN KANE

MILWAUKEE, Oct. 10.—The Federal Trade Commission would be made arbiter of "fair and reasonable" film prices for theatres in every category under the terms of a proposed bill drawn by Abram F. Myers, Allied chairman and general counsel, for consideration and action by Allied's board of directors and the 25th anniversary Allied convention in session here this week.

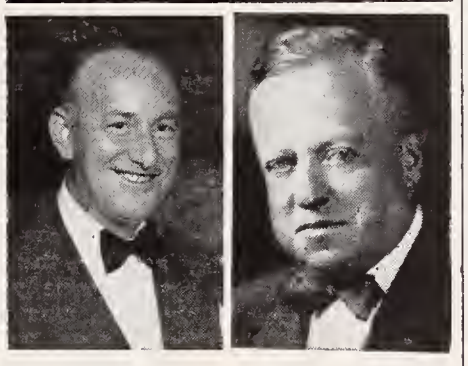
Copies of the draft prepared by Myers at the earlier direction of Allied's board were distributed to directors at their initial meeting in the Schroeder Hotel here today. The board will consider the proposed measure further at its sessions tomorrow but will not take final action until the convention has expressed itself, probably next Thursday, not only on Myers' draft but also on the basic subject of recourse to Federal regulation of the industry as a remedy for the current problems of exhibition.

Those problems are concerned principally with high film rentals, scarcity of product, shortage of prints and what many small exhibitors here regard as an adequate profit margin. It is believed certain the convention will support a board recommendation for the principle of government control of the industry and Myers' draft of a bill to achieve that. However, some here oppose the idea but will support it nevertheless, feeling that relief of some sort must be had and other means of obtaining it are believed to be even less promising.

The draft of Myers provides that

(*Continued on page 6*)

ALLIED LEADERS



Ben Marcus Abram Myers

Due to Complaints

May Establish Exterior Adv. Code for NYC

12 Theatres in the Area Cleared of All Charges

Preliminary discussions regarding a set of rules and regulations for exterior advertising of films in lobby displays and on theatre marquees were held Friday when New York City exhibitors, religious, business and civic leaders met with Edward T. McCaffrey, City License Commissioner.

McCaffrey, in calling the two-hour meeting to discuss alleged indecency complaints against 14 theatres in the Times Square area, particularly those on 42nd Street between Seventh and Eighth Avenues, stated that "12 theatres in the area have been completely exonerated of all charges."

The complaints, which were registered by business, religious and civic organizations in the Times Square area were based on the "indecent and immoral" advertising utilized by the-

(*Continued on page 6*)

Sectional Release, Localized Promotion DCA Plan: Schwartz

By Staff Correspondent

HOLLYWOOD, Oct. 10.—Point of-sale promotion and sectional release will be the fundamental features of Distributors Corporation of America policy, with the nation divided into five sections where pictures will be presented successively, instead of simultaneously as in present practice, DCA president Fred Schwartz told the press on Friday.

DCA will have sales offices in New

(*Continued on page 6*)

NOTICE

Due to a continuing labor dispute in the printing industry in New York City, affecting only the bindery operation, some copies of MOTION PICTURE DAILY are subject to trimming and binding imperfections. For these the Publisher asks the forbearance of subscribers and advertisers. They will be eliminated immediately that normal operations can be resumed.

Allied Convention To Chicago in '55; Compo Role Not Set

(Convention Program on P. 7)

MILWAUKEE, Oct. 10. — Allied States' national convention next year is scheduled to be held in the Sherman Hotel, Chicago, early in October.

At present, there are no plans to attempt to combine it with a TESMA-TEDA trade show, with indications that it will again go to Theatre Owners of America, as it did this year for the second year in a row. In that event, however, TOA probably would have to return to Chicago for the third consecutive year for its convention, as TESMA-TEDA have indicated they

(*Continued on page 7*)

Six Majors to Appeal Kansas City Decision

KANSAS CITY, Kan., Oct. 10.—An appeal is planned against the decision of the U. S. District Court jury here awarding the Electric Theatre of this city more than $2,400,000 damages against the six film companies.

Making the appeal will be the following defendants: Loew's, Inc.; Columbia Pictures Corp.; Warner Brothers Pictures Distributing Corp.; United Artists Corp.; RKO Radio Pictures Inc.; and Paramount Film Distributing Corp.

The $2,400,000 judgment was said

(*Continued on page 6*)

Reade to Reply to Allied Bid Today

A letter in answer to Allied States Association's bid for joint action with Theatre Owners of America will be sent today by TOA president Walter Reade, Jr., Reade disclosed at the weekend.

The TOA president, who left a

(*Continued on page 6*)

Music Hall Installing VV Horizontal Projectors

Radio City Music Hall is installing two horizontal projectors for the presentation of Paramount's "White Christmas" starting on Thursday, with prints having the VistaVision frames full negative size and similarly running the long way of the film.

The mechanisms were fabricated by Century Projector Corp. at the instigation of Paramount's technical department following the exploration of the possibilities of carrying the advantages of VistaVision cinematography into the projection of pictures made by that process.

The VistaVision negative frame is almost one-and-a-half inches wide and

(*Continued on page 6*)

Allied Artists Net $914,480 for Year

HOLLYWOOD, Oct. 10. — Consolidated net profit of Allied Artists for the fiscal year ended July 3 was $914,480, president Steve Broidy has announced, as compared with $761,113 for the previous year. After preferred

(*Continued on page 6*)

AMPP Board Votes $100,000 to Academy

HOLLYWOOD, Oct. 10. — The board of directors of the Association of Motion Picture Producers on Friday voted $100,000 to the Academy of Motion Picture Arts and Sciences to meet that organization's current deficit, which resulted from the expense of modernizing the Academy Awards Theatre and similar outlays. Action of the AMPP board is in line with the suggestion made last week by Eric Johnston, president of the association.

Personal Mention

MILTON R. RACKMIL, president of Universal Pictures, left New York Saturday for the Coast.

•

MORT BLUMENSTOCK, Warner Brothers advertising-publicity vice-president, arrived in New York over the weekend from Hollywood.

•

DAVID GOLDING, Samuel Goldwyn Productions advertising-publicity manager, left New York for the Coast over the weekend.

•

RICHARD HODGSON, president of Chromatic Television Laboratories, Paramount subsidiary, is in Washington from New York.

•

HAROLD J. MIRISCH, Allied Artists vice-president, has returned to the studios following several weeks in Europe.

•

LOREN L. RYDER, Paramount's special projects engineer, will arrive in New York today from Hollywood.

•

ROBERT HAGGIAG, producer, left New York yesterday for London via B.O.A.C. Monarch.

•

G. RALPH BRANTON, Allied Artists vice-president, has returned to Hollywood from New York.

•

LOU GREEN, Stanley Warner sound engineer, was in Albany and Troy, N. Y., from New Haven.

•

E. K. O'SHEA, Paramount distribution vice-president, will return to New York today from Buffalo.

•

S. H. FABIAN, president of Stanley Warner Corp. returned to New York Friday from London.

•

PILADE LEVI, Paramount's general manager in Italy, is scheduled to leave New York today for Rome.

•

CONSTANCE CARPENTER left here Friday for London via B.O.A.C.

A. M. Wattenberg, Copyright Specialist

Services were held on Friday afternoon for Abraham M. Wattenberg, 76, copyright specialist in the music publishing field, who died Thursday. Associated with Harms, Inc., for 35 years and with Warner Brothers since 1929, Wattenberg was one of the officers of the Music Publishers Holding Corp. at the time of his death.

He also had served as attorney for many of America's leading composers and lyricists during the past 40 years.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Columbus Day, a legal holiday.

Air Pilots Want Longitude, Latitude Of Drive-ins; TOA to Cooperate

The Aircraft Owners and Pilots Association has asked the Theatre Owners of America for an assist in obtaining the exact longitude and latitude of the nation's drive-in theatres because the outdoor houses are such distinctive landmarks from the air.

TOA president Walter Reade, Jr., in a bulletin to all drive-in theatre owners and operators, requests this information as a service to all pilots and that such information be forwarded to TOA headquarters in New York as soon as possible.

Reade advises the outdoor theatremen to seek the exact longitude and latitude of their theatre through the local or county engineers' offices.

Ad Stresses Youth Interest in Films

The 28th in the series of COMPO ads being published in "Editor & Publisher, which appeared in the issue of Saturday, points up the interest young people have in motion picture news.

Under the heading "Youth Should Be Served," the ad says: "Young people are ardent motion picture enthusiasts. Therefore, newspapers are certain to capture their interest by printing more picture news."

As proof of the soundness of its reasoning, the ad cites the results of a recent survey by the "Cleveland Press" which interviewed boys and girls between the ages of 13 and 19 over a period of one month in the paper's home county. In addition to being asked to classify 13 items according to frequency read, and "two favorites," the teen-agers were requested to volunteer the name of any other "Press" feature they read regularly.

The 'Indians' First

"With the Indians leading the American League race," the ad continues, "it was probably inevitable that sports should finish first, especially since 94 per cent of the boys interviewed named the sports page as their first preference. Close behind the sports page, however, was the movie department. In fact, Omar Ranney's movie column placed a consistent second in all lists: second in regular readership, and second least votes in the column headed 'Never Read'."

"We, of course, may be biased," the ad concludes. "Nevertheless we believe the results of this survey prove the truth of two contentions we are always making to newspaper men. One is that young people like to read about motion picture activities. The other is that if a paper has a strong, interestingly written movie department, it will command a large and loyal readership."

The ad also pointed out that teenage columns are appearing in more and more newspapers, and in London three of the largest papers have started junior papers for their younger readers.

WB Pays 30c

At a special meeting of the board of directors of Warner Brothers Pictures, Inc., on Friday, a dividend of 30 cents per share was declared on its common stock payable Nov. 5, to stockholders of record on Oct. 19.

U.K. Exhibitors Shy From Gov't Control

By Staff Correspondent

LONDON, Oct. 10.—While independent exhibitors in America are considering inviting their government into their industry, British exhibitors are extending themselves to the utmost to prevent a possible further Governmental infiltration into the business here.

Criticisms of the new Eady levy rates are heard throughout Cinematograph Exhibitor Association's ranks but acceptance of the new rates by the rank and file exhibitor may be taken as a foregone conclusion and solely because he does not want, as will be the case should he reject the new levy, a statutory one administered by the government in its stead.

C. E. A.'s general council will convene next Wednesday at which time ratification of the new levy is expected. The way will then be cleared for the signing of the necessary documents by all four trade associations which will bring the new levy rates into operation on Oct. 24.

Pa. Drive-in Files Anti-Trust Action

An anti-trust suit seeking damages of $1,500,000 was filed in Federal Court here at the weekend by the Maple Drive-in Corp. of Circleville, Pa., against seven film distributors and five theatre corporations charging discrimination against the outdoor house by awarding preferential treatment to the Warner and Hollis Theatres in the Circleville area.

Named in the suit were RKO Pictures, Warner Brothers, 20th Century-Fox, Paramount, Universal, United Artists, Loew's, Stanley-Warner, National Theatres, American Broadcasting-Paramount Theatres, Wesco Theatres, and Hollis Amusement Co.

Vending Machine Operators Meet

WASHINGTON, Oct. 10.—Automatic vending machine operators convened here today for the convention of the National Automatic Merchandising Association at the National Guard Armory.

The convention featured a display of vending machines used in theatres. This field was considered to be mushrooming, with an estimated 1953 gross in theatre vending machine sales of $250,000,000.

'A Star Is Born' in Formal 2-Theatre Premiere Tonight

Warner Brothers' "A Star Is Born" will have its formal New York two-theatre premiere tonight beginning at 8 P.M. at both the Paramount and Victoria Theatres. Judy Garland will be present in person at the premiere at both theatres.

WABC-TV, with four mobile television cameras stationed in front of each theatre, will begin premiere activities with a special on-the-spot half-hour telecast highlighted by the appearance of Miss Garland who travelled from Hollywood especially to be present at the opening.

George Jessel and Martin Block will be special masters of ceremonies for the telecast. Jessel will preside over the festivities at the Paramount while Block simultaneously performs the same duties three blocks away at the Victoria.

A large aggregation of stars and notables will pass before the television cameras to be introduced by Jessel and Block. In addition, the formally-dressed first-night audiences will be photographed by Warner Pathe newsreel and be interviewed on coast-to-coast NBC radio and the Armed Forces Radio for broadcasts to foreign countries.

The Victoria Theatre on Broadway has received a complete "face lifting" for the premiere of "A Star Is Born." A new marquee now graces the front of the Victoria and the outer lobby has been completely rebuilt.

Inside the theatre new seats replace worn ones and the interior walls have been refurbished. New stereophonic sound, CinemaScope equipment and new projection equipment have been installed.

Illinois TOA Unit Sets 2 More Meets

Two additional regional meetings, at which a vice-president and two directors to the board of United Theatre Owners of Illinois will be named, have been scheduled for Oct. 18 at Rockford, Ill., and at Peoria, Ill., it was announced at the weekend by George Kerasotes, UTOI vice-president, in a Theatre Owners of America release here.

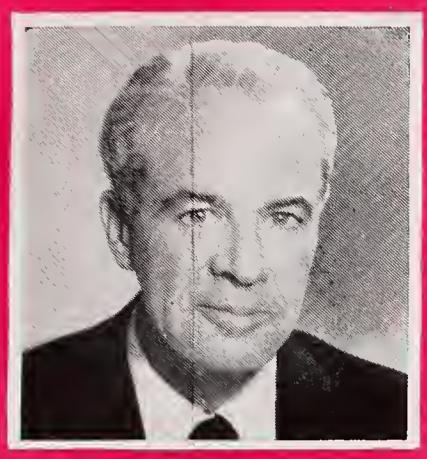
Exhibitors of the Rockford district will meet at the Faust Hotel on Oct. 18 at noon with August Marchesi as temporary chairman.

Theatremen of the Peoria district will hold a luncheon meeting at the Pere Marquette Hotel on Oct. 18 with Ralph Lawler as temporary chairman and Kerasotes assisting.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"BRIGADOON"
in Color and CinemaScope starring
GENE KELLY • VAN JOHNSON
CYD CHARISSE with ELAINE STEWART
An M-G-M Picture
SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. Samuel D. Berns, Manager; William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



Walter Wanger gives you a night in paradise with Hajji Baba

come weeth me to ze CASH-BOX!...

please turn . . .

for the first time
CINEMASCOPE *unveils*
the eye-filling opulence...
the magic enchantment...
the sensuous wonders
of the Exotic East!

SEE the dreaded, wild
Turcoman women warriors!

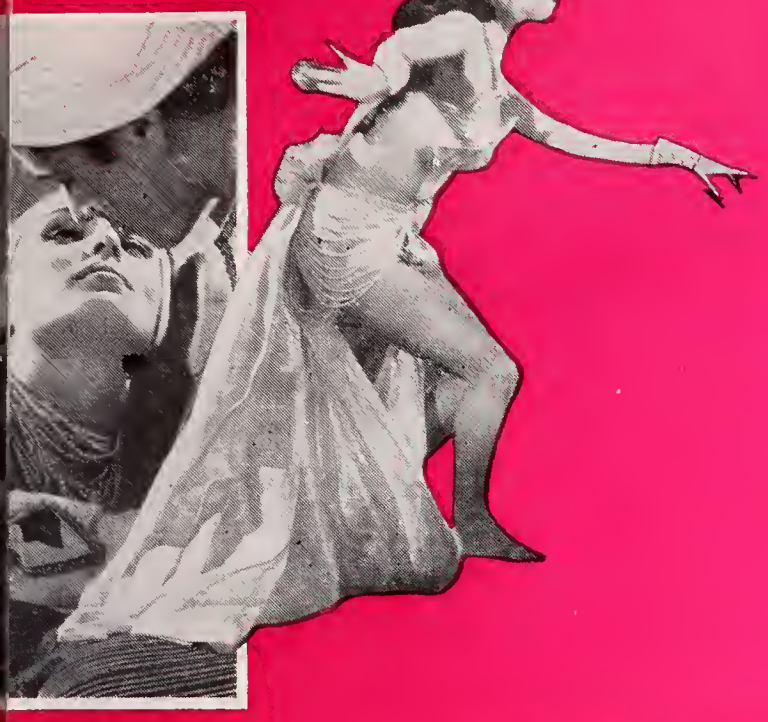
LIFE

MAGAZINE'S PICTURE OF THE WEEK!

Big color layout in LIFE's Sept. 27 issue! Display it in your lobby! Start pre-selling this fabulous entertainment now!

NAT "KI
nati
"HAJJI B

SEE the siren dance
f the slave-girl Ayesha!



SEE the fabulous
slave markets of Ispahan!

WALTER WANGER presents

The Adventures of

HAJJI BABA

COLOR BY **DE LUXE**

CINEMASCOPE

starring JOHN DEREK · ELAINE STEWART

Produced by Allied Artists Pictures Corp. · Released by 20th Century-Fox

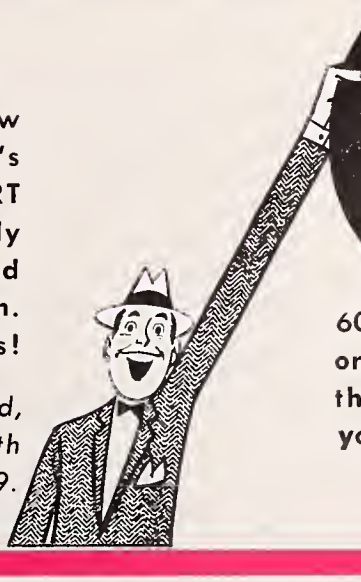
***E** sings the*
est song hit
the picture!

FREE!

NAT "KING" COLE RECORD!

Start plugging your date now with the novelty song that's sweeping the country! START PLAYING IT NOW at candy breaks, intermissions . . . and over your lobby P. A. system. Plant it with local disk jockeys!

As soon as your date is confirmed, contact RADIO-TV Dept., 20th Century-Fox, 444 W. 56 St., N.Y. 19.



FREE TV TRAILERS

60 seconds and 20 seconds! Actual scenes from the film! Available at your 20th exchange!

"it's a pleasure to do business with 20th!"

Schwartz

(Continued from page 1)

York, Chicago, Atlanta, Dallas, and either San Francisco or Los Angeles, Schwartz said. "In this way," he added, "we will be able to concentrate all our effort on establishing a picture in each section, in turn, bringing all point-of-sale promotional media—television, radio, newspapers—to bear on each individual area."

In response to questioning, Schwartz said the present intention is to forego national-magazine advertising, in view of the sectional release method and in order to focus promotion on the period when the film is available to the public. However, he said, national magazines may be used in whatever certain cases may appear to require this type of advertising.

Many Benefits Seen

The sectional-release plan will confer manifold benefits on DCA from a cost viewpoint, Schwartz said, mentioning the saving of print costs due to the lesser number required as one among many similar economies made possible.

The DCA operations policy reflects the organization's belief that "streamlining" is called for at this point in the industry's progress, which Schwartz regards as the beginning of the "golden age" for motion pictures. He said 3,500 theatres in the United States yield 75 to 80 per cent of pictures domestic revenue, and these can be covered in 250 sales. He said DCA will directly sell its pictures to that extent, and will parcel out the remaining 25 per cent of selling to one or another existing channel on some mutually agreeable basis still to be determined.

DCA will turn over physical distribution to one or another service organization already functioning satisfactorily in that way with other product, the DCA president said.

Foreign Policy to Conform

DCA policy in foreign markets will conform in general outline to the company's domestic policy. Physical distribution will be placed in hands most advantageously qualified in distributing organizations already in operation, either in the usual manner or by outright sale, it was disclosed.

Schwartz said his organization, consisting of 30 exhibitors controlling about 750 theatres, has had its counsel canvass the possibility of Government protest and counsel has told him there can be no objection by the Department of Justice so long as exhibitor stockholders in DCA do not preempt rights not open to non-stockholders.

Majors to Appeal

(Continued from page 1)

to be one of the largest returned in an anti-trust film case.

The Electric Theatre alleged the defendants violated anti-trust laws by preventing it from showing first-run films at the same time as theatres in adjoining Kansas City, Mo. The jury ruled that actual damages totaled $802,200 and under the law were tripled as a punitive measure to $2,406,602.

RKO Radio Pictures and Paramount, under the judgment, each must pay $185,802 and the four other defendants are to pay the remainder in equal shares.

Allied Film Price Bill

(Continued from page 1)

all persons engaged in licensing films shall file with the Federal Trade Commission fair and reasonable classifications of films and theatres, together with "fair and reasonable film rentals for each classification," and before licensing any picture to a theatre shall first allocate it to a proper classification.

If 25 or more exhibitors challenge the reasonableness of the film rental designated for any classification of pictures for any type of theatres, or the allocation of any picture to a particular price category, the Commission may serve a formal complaint on the producer or distributor involved and hold a hearing thereon, the proposed bill provides.

If the Commission concludes that the challenged pricing or allocation is unlawful, it shall issue an order specifying the reasonable film rental or allocation to be followed. If during the pendency of any such proceeding the respondent continues to charge the challenged film rental or persists in the challenged allocation, and lower film rentals or allocations are ultimately prescribed by the Commission, the bill provides that exhibitors may sue for the difference between the prices paid and those prescribed, unless the money is voluntarily refunded.

In addition to the provisions for securing fair and reasonable film rentals, the draft provides for cease and desist orders against certain trade practices enjoined in the Paramount case.

These provisions, Myers says, "were drawn with a view to eliminating the glaring loopholes in the consent decrees."

Enforcement, he adds, "is lodged with the Federal Trade Commission to relieve the elderly Federal judges assigned to the case of the burden and the Anti-Trust Division of its unwelcome duty of enforcing the decrees by means of contempt proceedings.

Myers notes that this may be the first attempt made in this country to provide price regulation "for so diverse a product as motion pictures." Some of the Scandinavian countries, he points out, prohibit the charging of film rentals over a certain amount, but such "flat prohibition is not possible under our constitutional system."

The proposed bill, 11½ printed pages in length, begins by reciting characteristics of motion pictures, their distribution and exhibition, designed to establish their relation to public welfare and "national defense." It provides that where bidding for pictures is requested by an exhibitor the distributor is relieved of the prohibition against charging more than the maximum rentals filed with the F.T.C.

'Unlawful Practices' Defined

Defined as unlawful trade practices in the proposed bill are: dictation of admission prices by a producer or distributor under any circumstances or means; granting of clearance between theatres not in substantial competition; burden of showing any clearance to be reasonable is placed upon distributor, and prohibition against conditioning licensing of one picture on the licensing of another; permitting block booking where a second theatre or theatres is not in the market for the product involved, and granting a 20 per cent rejection privilege in instances of such block booking when the pictures involved have not been trade shown.

Past Record Important

In determining reasonableness of a distributor's price policy on a picture, the bill provides that the Commission may take into account average rentals or customary terms of the distributor for its several grades of pictures over the past 10 years; gross income and net profits of the producer-distributor for the past 10 years or less; average or customary rentals paid by complaining exhibitors for films of the class in question, and gross receipts and net profits of the complaining exhibitors for such periods and in such form as the Commission may require, including the percentage of gross receipts paid for film rentals during the period designated by the agency.

The proposed measure also provides that after it has been in effect for three years, F.T.C. shall report to Congress on its administration experience with recommendations for changing or repealing the act. Enforcement of the act is brought under the provisions of the Federal Trade Commission Act. The measure would become effective six months after its enactment.

Distribution Control O.K., But Theatre—?

MILWAUKEE, Oct. 10.—First exhibitor reaction encountered here to the draft of proposed legislation for Federal control of film rentals includes some apprehension over the question of how the bill could avoid some perhaps unwelcome regulation of theatre operation also, including ceilings on admission prices.

Allied general counsel Abram Myers, who drafted the proposed bill at the instance of the board of directors, will conduct a question-and-answer period on it during the convention this week. The exhibitor's fear of theatre regulation undoubtedly will figure in that session, although early convention atmosphere indicates approval of the board's regulatory course.

Music Hall

(Continued from page 1)

the print for horizontal projection has a frame of similar size for an aperture of corresponding dimensions.

In the Music Hall presentation, the sound will be reproduced from a single optical track on a standard Vista-Vision reduction print run through a standard projector head for the reproduction by the sound head attached to that projector. To assure synchronization of sound and picture, the sound projector will be connected to the picture projector through a Selsyn motor hookup.

The projector speed of the new machines is 180 feet per minute, while the print projecting the sound on the standard projector is 90 feet per minute. A two-to-one gear ratio will be utilized in order to achieve the double speed.

If test runs prove this method to be feasible, the Music Hall presentation will be the first application of the process which was demonstrated recently on a sound stage at the Paramount studio in Hollywood.

Adv. Code

(Continued from page 1)

atres in lobby displays and in describing the films on the marquees. It was revealed by an exhibitor spokesman that none of the charges were directed against the Brandt or Cinema Circuit theatres in the Times Square area.

McCaffrey said that the various representatives briefly discussed and considered a plan whereby all theatres in New York City would conform to an "exterior advertising code." "A system of regulations for theatre lobby and marquee advertising would be very effective," McCaffrey said. Further discussions on this matter will take place in two weeks, the License Commissioner stated.

Exhibitors who attended the session were: Herman Schwartz, Squire Theatre; Martin Levine, Sam Mandleboom, Brandt Theatres; Morton Sunshine, Independent Theatre Owners Association; Harold Klein, J. J. Theatres; Max A. Cohen, Cinema Circuit Corp. Taylor Mills and Michael Linden of the Motion Picture Association of America sat in on the conference as observors.

Reade to Reply

(Continued from page 1)

message at his Oakhurst, N. J. headquarters in response to inquiries, said that he will send a reply to Ben Marcus, Allied president, and release the contents of the letter tomorrow to the press, in an apparent attempt to make the contents known at the same time that Marcus receives the TOA reply in Milwaukee.

Meanwhile, TOA general counsel Herman Levy stated that the open letter sent by Marcus to Reade for cooperation in Allied's program seeking possible Federal regulation of film distribution, will be taken up at the TOA board meet when it convenes prior to the Chicago convention, set to get under way on Oct. 31. He declined any further comment.

Sees 'Enough' for Agreement

Marcus, in his letter to TOA president Walter Reade, Jr., said in part, "Now whether we agree or disagree on all four sections of this Declaration of Emergency is not important, but there is enough in any one of these sections for any exhibitor group regardless of its affiliation to join forces with Allied."

The "Declaration of Emergency" referred to the Allied resolution passed at the board meeting in White Sulphur Springs, W. Va., sections of which called for government intervention in setting up what Allied considers equitable trade practices.

Allied Artists

(Continued from page 1)

stock dividends and provision for Federal income tax, the net income was equivalent to 46 cents per share on the 852,740 shares outstanding. This compares to 48 cents on same number of shares the year before.

Gross income reached all-time high, $11,838,500, as against $9,994,000 for the prior year.

Allied Meet

(*Continued from page* 1)

are not interested in holding a trade show anywhere but in the Hilton Hotel, Chicago, where they have found the exhibit space most of their liking.

Doubts arose today with the first session of Allied's board that the organization would renew its membership in the Council of Motion Picture Organizations for another year. Allied looks without enthusiasm on such proposed COMPO activities as a group insurance plan and a new campaign to obtain repeal of the remaining 10 per cent Federal admissions tax.

Wilbur Snaper

Even should Allied renew with COMPO for another year, its representative on the governing triumvirate, Wilbur Snaper, has indicated that he wishes to withdraw. Snaper has indicated that he has found it difficult to oppose distribution policies and practices at one time and work with the protagonists of those policies on other matters at another time.

Irving Dollinger

Allied's silver anniversary convention will open immediately after lunch on Tuesday with Ben Marcus, Allied president, as permanent chairman. Opening remarks will be made by S. J. Goldberg, president of Allied of Wisconsin and convention co-chairman. Milwaukee's mayor will greet the delegates and Abram F. Myers, chairman and general counsel of Allied, will give the keynote address.

The convention then will adjourn to permit the convening of the seven separate groups of film clinics for the remainder of the afternoon. The clinics will be in charge of Leo Wolcott, Joseph Fineran, Irving Dollinger, Wilbur Snaper, Leon Back, Julius Gordon and Sidney Samuelson.

See MPA Saying No to TOA Bid

Indications are that the Motion Picture Association of America as an organization will by-pass the request for $10,000 made by Theatre Owners of America for support of its forthcoming Chicago annual convention.

It was learned that many MPAA affiliate company executives feel that TOA, as in the previous year, should solicit individual film companies for convention program advertising. This process was considered by many to be preferable to returning to the old method of MPAA alloting funds yearly to TOA and Allied States Association in support of the respective annual conventions.

The MPAA sales managers committee, it was learned, will not meet until the week of Oct. 25, virtually on the eve of TOA's convention.

PROGRAM

Allied States National Convention
Hotel Schroeder, Milwaukee, Oct. 12-14

TUESDAY—

9:00 a. m.—Registration and inspection of exhibits, 5th floor.

1:00 p. m.—Opening convention session, Crystal Ballroom, 5th floor: Call to order by S. J. Goldberg; permanent chairman, Ben Marcus; speakers, Mayor of Milwaukee, Mr. Marcus, and Abram F. Myers.

3:00 p. m.—Film Clinics: Co-ordinator: S. J. Goldberg.

1. *Small Towns* (3,500 or less): Chairman, Leo Wolcott; Club Rooms, 3rd floor.

2. *Large Towns* (up to 20,000): Chairman, Joe Finneran; Parlor A, 4th floor.

3. *Medium Cities* (20,000 to 100,000): Chairman, Irving Dollinger; Room 507, 5th floor.

4. *Large Cities* (over 100,000): Chairman, Wilbur Snaper; English Room, 5th floor.

5. *Key Neighborhood and Sub-Runs:* Chairman, Leon Back; Pere Marquette Room, 5th floor.

6. *Outdoor Theatres:* Chairman, Julius Gordon; Parlor C, 4th floor.

7. *Circuit Buyers and Bidding:* Chairman, Sidney E. Samuelson; Parlor 1, 4th floor.

6:30 to 8:00 p. m.—Cocktail Party, Crystal Ballroom, 5th floor; *Host,* Pepsi-Cola Company.

10:00 p. m.—Special showing of "A Star Is Born," courtesy of Warner Bros., at Towne Theatre *(tickets by registration only).*

WEDNESDAY—

9:00 a. m.—Registration and inspection of exhibits.

10:00 a. m.—Film Clinics (*continued as on Tuesday*).

11:30 a. m.—Ladies luncheon and tour of Miller brewery *(transportation from 5th Street entrance of Schroeder Hotel).*

12:00 a. m.—Luncheon for registrants, Crystal Ballroom, 5th floor.

1:30 p. m.—Business session, Crystal Ballroom: President's report by Ben Marcus, addresses by Al Lichtman, *20th Century-Fox;* William F. Rodgers, *Allied Artists;* Abe Montague, *Columbia Pictures.*

7:30 p. m.—Night Club Dinner Party at Jimmy Fazio's Supper Club, Port Washington Road; *Host:* Coca-Cola Company (*transportation from 5th Street entrance of hotel at 6:30*).

THURSDAY—

9:00 a. m.—Registration and inspection of exhibits.

10:00 a. m.—Committee meetings.

11:00 a. m.—Perspecta Sound demonstration, Riverside Theatre.

11:30 a. m.—Ladies' luncheon and style show, Empire Room, lobby floor; *host:* Hixons.

12:00 a. m.—Stag luncheon for registrants, Crystal Ballroom.

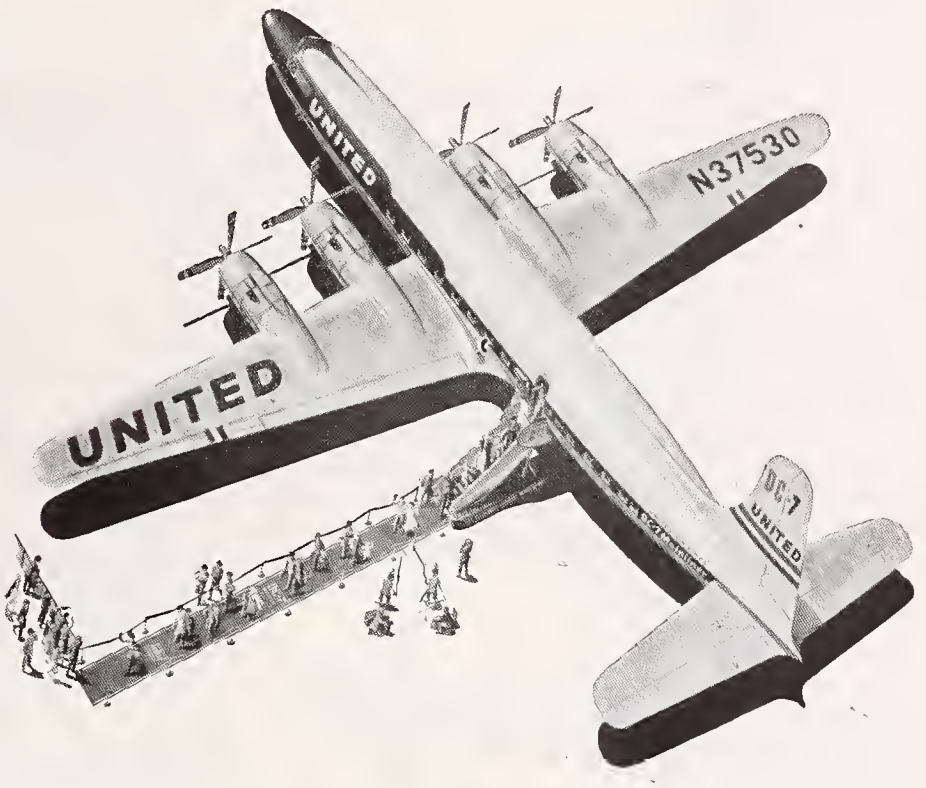
1:30 p. m.—Business session, Crystal Ballroom: talk on VistaVision by representative of *Paramount Pictures;* talk on Perspecta Sound by representative of *Loew's, Inc.;* report on Film Clinics; Committee reports and resolutions.

6:00 to 7:15 p. m.—President's Cocktail Party, Cocktail Lounge, lobby floor; *Host:* National Carbon Company.

7:30 p. m.—Allied *Silver Anniversary* Banquet, Crystal Ballroom.

New High in Speed and Luxury fly United DC-7s

The Continentals



NONSTOP TO LOS ANGELES

Leave at 12 noon or 3 p.m.

There's a "red carpet" welcome awaiting you on United's great, new 365 mph DC-7s—the nation's newest, fastest airliner! Next trip, enjoy the utmost in comfort, luxury and superb service including:

★ *Reserved seating convenience* ★
★ *Full-course meals served in flight* ★
★ *New and efficient soundproofing* ★
★ *Air-conditioned, pressurized cabins* ★
★ *Extra-fast luggage delivery on arrival* ★

Visit San Francisco on your way back—no extra fare on United!

UNITED AIR LINES

Call your nearest United ticket office or an authorized travel agent.

ACADEMY AWARD WINNER

FRANK SINATRA

FRANK SINATRA and STERLING HAYDEN in ..."Suddenly!"
with JAMES GLEASON · NANCY GATES · KIM CHARNEY · PAUL FREES
Original Screenplay by RICHARD SALE · Produced by ROBERT BASSLER · Directed by LEWIS ALLEN
A Robert Bassler Production

Book it NOW thru UA

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 72 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 13, 1954 TEN CENTS

Gov't Control, Product Chief Convention Issues

Lower Prices

Allied Talks Equipment, Supply Sales

Units Would Distribute On Cooperative Basis

MILWAUKEE, Oct. 12.—Plans for putting Allied States into the sales and distribution of low-priced theatre equipment and supplies were discussed at the two-day meeting of Allied's board of directors which were concluded at the Hotel Schroeder here yesterday.

Ben Marcus, Allied president, declined to identify the manufacturers of sound equipment and lamp houses, projection machines and other supplies with whom Allied is discussing the plan but he said he will stop off to further explore the arrangements on his way to the Coast from here Oct. 22. He said that if the deal is concluded the equipment and supplies will be manufactured with Allied's name as a brand and will be lower-priced than competing items on the market because the sales and distribution will be by Allied regional units operating on "almost a cooperative basis."

The Allied equipment and supplies

(*Continued on page* 8)

SW Signs Deal for Makelim Program

MILWAUKEE, Oct. 12.—The entire Stanley Warner circuit has signed a deal with Hal Makelim for the lineup of 12 pictures to be produced by the Makelim organization, it was revealed here by John Wolfberg, vice-president of the production company. Wolfberg said that the deal represented approximately $500,000 in booking rentals.

World Premieres at Paramount, Victoria For 'A Star Is Born'

(Pictures on Page 7)

Acting possibly on the assumption that two gala openings of a film make a better spectacle than one, Warner Brothers on Monday night conducted impressive premieres of "A Star Is Born" at the Times Square Paramount and Victoria theatres.

Judy Garland, star of the Transcona

(*Continued on page* 7)

Myers, in Keynote Milwaukee Speech, Says All Difficulties Flow from Shortage; Okay Of Regulation Plan Rests With Delegates

By SHERWIN KANE

MILWAUKEE, Oct. 12.—Two major problems face the industry in general and the current Allied States Association convention in particular, Abram F. Myers, Allied general counsel, declared here today in his keynote address to the "silver anniversary" conclave of the organization. Those problems are, he said, Allied's proposal that the government regulate the motion picture industry as a public utility and the alleged shortage of product.

While dwelling largely on the ramifications of possible government control, Myers described the product shortage as Enemy No. 1.

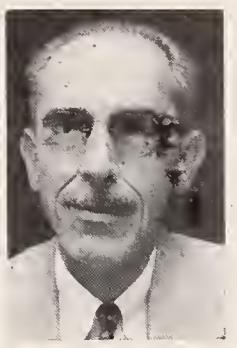
"All our other difficulties flow directly or indirectly from this basic evil," Myers said, adding that "if the product shortage could be ended overnight and the bargaining power of the theatres thereby restored, we could dispense with at least one very difficult item on the agenda."

Myers stressed that the Allied board had been driven to the contemplation of the drastic government control proposal by the "high-handed methods of the film companies." As of this moment, he added, "the board is no more committed to government regulation than you are." It merely directed, he said, that a bill be drafted for presentation here because it wanted to know how this represen-

(*Continued on page* 8)

Perkins Appointed Altec Operating Mgr.

The appointment of C. S. Perkins as operating manager of Altec Service Corp., effective immediately, was announced by H. M. Bessey, vice-president. Perkins replaces E. O. Wilschke, who recently resigned to become vice-president of Fine Sound, Inc. He has been division manager of Altec's Northeastern division since 1947, in charge of field engineering activities in the territory embraced by metropolitan New York, Connecticut and Massachusetts. Prior to this he occupied the post of manager of the company's commercial engineering department.



C. S. Perkins

Perkins, a well-known figure in motion picture sound and equipment circles, has an extensive technical background, and at one time was a member of the laboratory department of General Radio Co. and an instructor at the Massachusetts Radio and Tele-

(*Continued on page* 7)

Don Hartman Says

Paramount's 1955 Budget: $36,000,000 for 20 Films

By LESTER DINOFF

A program of 20 films, finished or ready to go before the cameras, costing an estimated $36,000,000, is planned for 1955 by the Paramount Pictures studio, it was announced here yesterday by executive producer Don Hartman in a trade conference held in the Paramount home office board room.

Don Hartman

Here for the Radio City Music Hall world premiere of Irving Berlin's "White Christmas" tomorrow, Hartman also stated that "horizontal projection enables a better presentation of VistaVision

(*Continued on page* 7)

BRANDT ASKS U.S. TO CONSIDER NT'S PRODUCTION BID OKAY

Harry Brandt, president of the Independent Theatre Owners of New York, along with other exhibitor leaders, here, have wired Herbert Brownell, U.S. Attorney General, and Stanley Barnes, Assistant Attorney General, to give serious consideration and support to National Theatres' proposed plan to enter the production of motion pictures.

The wire states: "As president of the Independent Theatre Owners Association of New York, I am wiring you to urge your support of a petition by National Theatres which is to be presented to the Statutory Court in the case of U.S. vs. Paramount, et al, which seeks to grant permission to that company to finance and produce feature motion pictures," and added:

(*Continued on page* 7)

Sees 5% Tax Near Goal

New York City's 436 theatres, plus two drive-ins, contributed $779,358 to cover the five per cent amusement levy for July and August and withheld, as allowed by Supreme Court Justice Nicholas M. Pette's temporary injunction order, $124,811 as tax breakage, City Budget Director Abraham D. Beame, revealed here yesterday.

Beame said that the city tax collector offices in the five boroughs had received a total tax of $1,291,949 from all sources of amusement revenue and that the total tax liability from the local theatremen is $904,169 for the 62-day summer period.

Speaking as a layman, unaware of

(*Continued on page* 7)

Personal Mention

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, is in New York from Newnan, Ga.

•

ALFRED H. TAMARIN, United Artists assistant national director of advertising-publicity, will return to New York today from Hollywood.

•

STEVE BROIDY, president of Allied Artists, and WALTER MIRISCH, executive producer, left Hollywood yesterday by plane for Chicago.

•

BERRY GREENBERG, home office sales representative for Warner International, has returned here from Australia and the Far East.

•

MACGREGOR SCOTT, sales director of Associated British Pathe, arrived in New York yesterday from London via B.O.A.C. Monarch.

•

AL YOUNG, of Du-Art Laboratories and Tri-Art Laboratories, will leave here with MRS. YOUNG for Hollywood on Sunday.

•

LEE PRENTICE, manager of the Hollywood plant of Technicolor, arrived in New York Monday from the Coast.

•

MARGARET ETTINGER, head of the Ettinger Co., has arrived in New York from Hollywood by way of Detroit.

•

LOREN RYDER, in charge of research for Paramount Pictures, has arrived in New York from the Coast.

•

BERNARD JACON, vice-president of I.F.E. Releasing Corp., will arrive in Detroit today from Cleveland.

•

CLEVELAND ARMORY, novelist, will leave New York by plane in two weeks for the M-G-M studios.

•

BARRY JONES, British actor, is scheduled to arrive here today from England via B.O.A.C.

•

R. A. MORRIS, sales manager of Associated British Films, will arrive here today from London via B.O.A.C. Monarch.

•

JACK H. LEVIN, of Certified Reports, has left New York for Milwaukee.

•

BOB MATHIAS will arrive in New York today from the Coast.

•

ARTHUR DAVIS, film importer, has left New York for Europe.

•

HERMAN COHEN, producer, left here Monday for the Coast.

•

JAN STERLING has arrived here from Hollywood.

B. B. Borbridge, 65

OTTAWA, Oct. 12.—Bartyn B. Borbridge, 65, owner of the Granada Theatre Building, St. Thomas, Ont., died in hospital in St. Thomas after an extended illness.

Robbins to Head Pioneers Dinner

Announcement of Herman Robbins, president of National Screen Service, as general chairman of the 16th annual "showmanship dinner" of the Motion Picture Pioneers, was made yesterday by Jack Cohn, president of the organization.

Herman Robbins

The dinner, honoring Simon H. Fabian as "Pioneer of the Year," will be held on Nov. 17 in the grand ballroom of the Hotel Astor.

Robbins, one of the motion picture industry's foremost leaders, and a member of the board of directors of the Motion Picture Pioneers, will coordinate all committees for the dinner.

Committees and their chairmen for the Motion Picture Pioneers dinner are in the process of being organized by Mr. Robbins and will be announced shortly.

Dave Ross Resigns From FWC Post

LOS ANGELES, Oct. 12. — Dave Ross, city district manager for Fox West Coast Theatres since 1942, and whose 46 years in show business have been spent largely in the Skouras Brothers' employment, will retire tomorrow and devote his time thereafter to continuing his musical career which included musical directorship of the New York Roxy, Philadelphia Mastbaum, Grauman's Chinese and First National Pictures studio. Ross turned from music to theatre operation, for FWC, in 1936, rising to his present post six years later.

Ups Ad Rates

COLUMBUS, O., Oct. 12.—The "Columbus Dispatch," largest local daily, has increased its daily amusement ad rate to 34 cents per agate line and to 38 cents on Sunday. Former rates were 33 cents daily and 36 cents on Sunday.

Elect AA Directors On Coast Nov. 10

HOLLYWOOD, Oct. 12.—Election of 10 directors is the principal item on the agenda for the annual stockholders meeting of Allied Artists to be held here on Nov. 10.

The nominees for the board are W. Ray Johnston, Samuel (Steve) Broidy, George D. Burrows, Howard Stubbins, G. Ralph Branton, Herman Rifkin, Harold J. Mirisch, Arthur C. Bromberg, Edward Morey and Norton V. Ritchey.

The proxy statement to stockholders reveal company officers and their remuneration for the last fiscal year were as follows:

Johnston, board chairman, $36,122; Broidy, president, $105,277; Burrows, executive vice-president and treasurer, $30,700; Mirisch and Branton, vice-presidents, $53,183 and $52,283, respectively; Ritchey, $39,320, and Morey, $39,320, each of the latter being vice-presidents in New York.

First Supreme Court Decisions Tomorrow

WASHINGTON, Oct. 12. — The Supreme Court will hand down its first decisions of the new term on Thursday.

The court was supposed to start handing down its rulings yesterday, but the death over the week-end of Justice Robert H. Jackson caused the court to put off its first business session until Thursday. Appeals in half a dozen film cases are pending, and the court is expected to indicate Thursday whether or not it will hear these appeals.

Regional Groups to Boasberg Luncheon

Special groups of exhibitors from Buffalo, Albany, New Haven and Philadelphia have been formed to attend the Charles Boasberg testimonial luncheon at the Astor Hotel here on Oct. 21.

Meanwhile, additional sponsors of the event have been announced. They are Herman Levy, Ben Shlyen, Abel Green, James Mulvey, Morton Sunshine, Harry Kalmine, James Jerauld, Al Picault, Fred Schwartz, Don Mersereau and Sol Schwartz.

Schimel's Contract With Universal Extended to 1958

WASHINGTON, Oct. 12. — A three-year extension of the contract of Adolph Schimel, vice-president and general counsel of Universal Pictures, to Dec. 31, 1958, with salary increases was reported to the Securities and Exchange Commission here by the company.

Adolph Schimel

Schimel's original three-year contract which became effective Jan. 1, 1953, was due to expire on Dec. 31, 1955, with $1,000 per week in compensation provided for during the entire term of the agreement. Under the salary modification provisions of the extension, Schimel received $1,100 per week during 1954; $1,200 per week during 1955 and $1,300 per week during 1956, 1957 and 1958. Modification of the agreement dated Sept. 8, 1954, is similar to that made in the three year contract of vice-president David A. Lipton last May and is apparently in line with the policy of president Milton R. Rackmil of tieing top executive personnel to long term pacts.

Stock Warrants Reduced

The company also reported a reduction in the number of warrants for the purchase of common stock outstanding with 6,715 warrants being exercised during the months of August and September, 1954, to reduce the number of such warrants outstanding to 53,143 exclusive of 12,800 held in the treasury.

Panavision's Newest, Apo Panatar, Is Due

HOLLYWOOD, Oct. 12. — The Apo Panatar, the third optical device produced by Panavision, will be ready for production use within the next month, it was disclosed today by Robert Gottschalk, Panavision president, whose previous two devices, in order of introduction, were the Super Panatar (anamorphic projection lens) and the Micro Panatar, a system of laboratory installation which achieves the development of standard "flat prints."

Apo Panatar is Panavision's anamorphic photographing system, which Gottschalk believes will set new standards of clarity and definition in that field.

SW Now Has 44 Operating in N.E.

HARTFORD, Oct. 12.—Stanley-Warner Management Corp. now has 44 houses operating in the northeastern states, with the reopening of the long-shuttered Waldorf Theatre, Lynn, Mass.

Two other units, the Rialto, South Norwalk, and Hull, Derby, both in Connecticut, were reopened some weeks ago.

EXTERIOR AD CODE IS OPPOSED

New York City exhibitors came out strongly in opposition to License Commissioner Edward T. McCaffrey's proposed "exterior advertising code" for local theatres, declaring that "there is no need and never has been a need for legislation governing the use of lobby display and marquee advertising."

Harry Brandt, president of the Independent Theatre Owners Association, and a theatreman who is against censorship in any form, stated: "There is no need for censorship between the Production Code and the common decency of the people." A representative of the Metropolitan Motion Picture Theatre Association stated: "There is no need for such legislation because MMPTA members have always had and maintained happy community relations."

Typical of the other comments received were those of one independent theatre owner who said: "There is no need for regulations of any sort as proposed by Commissioner McCaffrey. The theatres, as a whole, regulate themselves when advertising a film."

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"We Saw a Sneak Preview!"

(A Report from M-G-M's Sales Managers, recently in Convention at Culver City, Cal.)

"On our recent visit to California, we attended the Preview of 'THE LAST TIME I SAW PARIS' at the Picwood Theatre. The reaction of men who sell the pictures may be of interest to those who create them.

"Our first concern: 'Is it commercial?' This can be answered quickest by reporting that our group unanimously recommended its release for Thanksgiving, the most valuable playing time of the year. Three to four hundred of the top theatres of the nation in the largest cities will show it at that time.

"It is a long while since the screen has had such a powerful love story, a real love story of the kind that makes hits. From the first electric moment when Elizabeth Taylor gives Van Johnson that fleeting but passionate kiss during the chaos of the V-E day celebration in Paris, right through their fevered courtship and romantic adventures, the deep, but troubled love of these two is of overpowering, compelling interest.

"Our studio people have skillfully captured the background and the spirit of the F. Scott Fitzgerald story and the M-G-M cameras that went to Paris have brought back the realism that makes the drama all the more powerful and believable.

"As sales representatives of M-G-M, we're mighty proud of 'THE LAST TIME I SAW PARIS' and congratulate all who had a hand in its making."

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)

"...a fleeting but passionate kiss during the chaos of the V-E day celebration in Paris..."

M-G-M presents

Color by TECHNICOLOR

"THE LAST TIME I SAW PARIS"

Starring

ELIZABETH TAYLOR
VAN JOHNSON
WALTER PIDGEON
DONNA REED

with

EVA GABOR · KURT KASZNAR

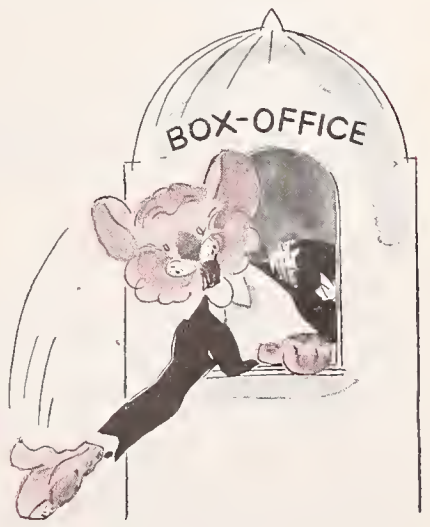
Screen Play by

JULIUS J. & PHILIP G. EPSTEIN and RICHARD BROOKS

Based On a Story by F. Scott Fitzgerald

Directed by RICHARD BROOKS · Produced by JACK CUMMINGS

"Something to be thankful for at Thanksgiving!"



Grignon to Receive Sam Warner Award From the SMPTE

Lorin D. Grignon, development engineer on the 20th Century-Fox research department staff, has been named recipient of the 1954 Samuel L. Warner Memorial Gold Medal Award for work over a 10-year period in the development of systems and techniques for the application of stereophonic sound to motion pictures, it was announced here by Herbert Barnett, president of the Society of Motion Picture and Television Engineers.

Lorin Grignon

Grignon will formally receive the Warner Award on Monday, at the Ambassador Hotel, Los Angeles, during a luncheon which opens SMPTE's 76th Semi-Annual Convention.

The Gold Medal award is presented annually, recognizing inventions and developments occurring in the last five years, and in particular, those having widest and most beneficial effect on the quality of reproduced sound. The purpose of the award is to encourage the development of new and improved methods for the recording, reproduction, or presentation of sound in motion pictures. In 1953, the award was presented to Dr. W. W. Wetzel, research engineer of the Minnesota Mining and Manufacturing Co.

Long Runs Dominate Charlotte Theatres

CHARLOTTE, N. C., Oct. 12.—Because of a series of long runs, only 15 motion pictures have opened in Charlotte's five first run theatres since Sept. 12.

A survey conducted for MOTION PICTURE DAILY shows that outstanding films doing top business played for as many as 32 days in Charlotte theatres, an unusual situation.

Starting with "The Egyptian" and going through "Rear Window," several pictures have enjoyed unusually long runs.

"Seven Brides for Seven Brothers" did 32 days at the Plaza. "Rear Window" has played 14 days at the Imperial. "Caine Mutiny" will show four weeks at the Manor, plus an extra week at the Center. "The Egyptian" was good for two weeks at the Carolina.

Most "A" quality films are good for a week in Charlotte, but many are now playing for a month or more. "Glenn Miller Story" and "Magnificent Obsession" and "Gone With the Wind" also enjoyed long runs.

Set Disney Releases

Title and release dates for the first two Walt Disney Technicolor cartoons of the new 1954-55 program have been announced by Sidney Kramer, short subjects sales manager for RKO.

"Social Lion," a Walt Disney Productions special subject, has been set for release on Friday, while "Flying Squirrel," starring Donald Duck, will be released on Nov. 12.

People . . . . .

Bing Crosby will be seen on the Ed Sullivan CBS television show on Sunday, as part of a special presentation in connection with the world pre-release engagement of Irving Berlin's musical "White Christmas," which begins at the Radio City Music Hall tomorrow.

□

M. D. Williams, owner of the Oliver Theatre, Oliver Springs, Tenn., has opened his 500-car drive-in there.

□

Curtis Mills has been named manager of the Jeff Davis Drive-in and Chain Drive-in, Hazelhurst, Ga., units of Stein Theatres, Mills also will be supervisor of the company's 14 other theatres in Georgia and Florida.

□

Jan Sterling, starred in Allied Artists "The Human Jungle," made a personal appearance yesterday in Albany, N. Y., where the film will open today at the Stanley Warner Strand Theatre.

□

Irving Berlin will visit four of the midwest's largest cities during the next five days in connection with the forthcoming premiere of his new screen musical, "White Christmas," Paramount's first production in VistaVision.

□

Bob Heit, of the United Artists domestic sales department, and **Sylvia White,** of Allied Artists foreign sales, will be married here on Friday.

□

Edward Raftery, industry attorney, is in St. Luke's Hospital in Kansas City.

□

Frances Kates, former Warner Brothers booker in Cleveland, has moved with her family to Los Angeles.

□

Edith Finkenstein, secretary to Robert Ferguson of the Columbia Pictures advertising and publicity department, was married over the week-end to **Bernard Hiller** at Long Beach, L. I.

David Parry, formerly with the **Lynn Farnol** organization here, has opened his own public relations office on the Coast with headquarters at 6363 Wilshire Boulevard, Los Angeles.

□

Frank Belles, recently promoted from salesman to branch manager for RKO Radio in Cleveland, will be honored by the Salesmen's Club of that city with a dinner to be held Oct. 29 at the Theatrical Grill.

□

Fred Bragdon, for the past 10 years Boston representative for Columbia Pictures, has been named New England representative for Times Film, working out of Boston.

□

Maj. Paul Vogel, of the Liberty Theatre, Wellesville, Ohio, has reported for temporary duty as instructor at the Command General Staff School, Fort Meade, Md.

□

Mrs. Rose O'Donnell Selwyn, Allied Artists assistant payroll supervisor, has retired after 17 years with the company. She is the wife of **William E. Selwyn,** producer.

□

Martin J. Mullin, president of New England Theatres, will receive a plaque from the Granite Guild of Barre, Vt., honoring Mullin for his work in behalf of the Jimmy Fund. Presentation of the plaque was suggested by **Governor Emerson** of Vermont.

□

Florence Soos has been named assistant manager of the Warner Theatre, Bridgeport, Conn.

□

Rudolph Sanders, pioneer theatre operator of Brooklyn, and one-time president of the Motion Picture Owners Association of that borough, will be honored on Sunday, his 75th birthday, by the Jewish Chronic Disease Hospital.

□

Andy McDonald, manager of the Ridgeway Theatre, Stamford, Conn., has been promoted to the post of Connecticut district manager for the Brandt Theatres.

Gips Joins Mel Gold

Robert E. Gips, assistant to Harold Danson, of National Screen Service, Television Department, has joined Mel Gold Productions in an executive capacity, it was announced by Melvin L. Gold, president. Gips' immediate assignment will be directed at the supervision of production of television film commercials, currently in work.

To Release Mays Short

The national release date on the Willie Mays Sportscope currently being produced by RKO-Pathe is Oct. 29.

'Widow' Roxy's Next

"Black Widow," Twentieth Century-Fox CinemaScope picture, directed and produced by Nunnally Johnson, will be the next attraction at the Roxy Theatre following the current engagement of the comedy-drama, "Woman's World."

Reopen Ottawa House

OTTAWA, Oct. 12.—Towne Cinema, completely remodelled and under a new policy, has been opened here. It was formerly the Century Theatre but now will offer only new first-run films.

Patent Office Shows Chromatic Tubes In Public Display

WASHINGTON, Oct. 12.—Chromatic Television Laboratories' achievements in color television tube development was put on public display by the U.S. Patent Office in the lobby of the Commerce Building here for approximately four weeks beginning today. Chromatic is a subsidiary of Paramount Pictures Corp., which owns 50 per cent of Chromatic stock.

The display, being put on in conjunction with the Patent Office's program to illustrate for the public the government agency's value in fostering inventiveness, will present the original color tube developed and built by Dr. Ernest O. Lawrence; the development by steps and stages of the single-gun tri-color cathode ray tube; Chromatic's latest model, a 21" glass rectangular tube with 210 square inchs of picture area; the component parts of the "210," and a TV color receiver equipped with the Chromatron tube. All telecasts in color will be shown on the receiver, and provision has been made to show color reception on it during periods when color telecasts are not made.

Company Officials Present

Richard Hodgson, president of Chromatic Television Laboratories, and Isaac Fleischmann, chief of training of the U.S. Patent Office, were present at the opening today of the Chromatic display. Al Chesnes and Robert Dressler, Paramount television engineers, will be present during the run of the display to explain for interested observers the nature of the Chromatic tubes.

All-Star Game By L. A. Variety Club

LOS ANGELES, Oct. 12.—Showmen of Variety Club, Tent 25, will mark the observance of Variety's 26th founding year by sponsoring the Variety Boys' Club first annual all-star baseball game.

The game will be played at Gilmore Field on Sunday, with proceeds going to Tent 25's main Southland philanthropy, the Variety Boys' Club, in the heart of Los Angeles' east side.

Success of Variety's Club for Boys, founded a little more than four years ago, is evident with drop of juvenile delinquency in the club area by more than 80 per cent since the Club was opened, it was stated. More than 3,000 underprivileged boys in the vicinity are being served by the organization.

The game will be a star-studded affair, with its two baseball nines composed of ball stars of the major leagues. Names in baseball such as Bob Lemon, pitching star of the Cleveland Indians; Rudy Regelado, another Indians star, and Tom Morgan, New York Yankees slugger, will personally play.

Dennis Morgan already is committed to head a contingent of show world personalities.

Reopen Ore. House

EUGENE, Ore., Oct. 12.—After a four-months shut down the Mayflower Theatre, near the University of Oregon campus, has reopened. Initial feature was "On the Waterfront." Seventy-five per cent of the patrons are students of the University of Oregon.

!! Phfft !!

It's a ph-f-f-frolic about man and mate from moonlight to mayhem!

Phffft...?

IT'S THE SOUND OF A ROMANCE ON THE ROCKS!

Phffft is my funniest picture since 'Born Yesterday'!"

Judy HOLLIDAY

"Sure, *Phffft* is a goofy title. But what a gimmick for smart showmen!"

Jack LEMMON

"Have you heard Decca's *Phffft* mambo? It's shooting to the top in all disc jockey polls!"

Jack CARSON

"Wait'll you dig the special trailer I made for *Phffft*!

Kim NOVAK

!! Phffft !!

EVEN IF YOU CAN'T SAY IT... SEE IT!

from Columbia

Story and Screen Play by GEORGE AXELROD · Produced by FRED KOHLMAR · Directed by MARK ROBSON

WATCH THE PREMIERE AT LOEW'S STATE IN NEW YORK!

Dual-Theatre Premiere for 'A Star Is Born'

Matching Hollywood in opulence of ceremonies and impressiveness of celebrity turnout, Warner Brothers' "A Star Is Born" was accorded a formal, dual-theatre premiere here Monday night at the Paramount and Victoria theatres.

Shown arriving at the premiere above are, left to right, first photo: Kitty Carlisle (Mrs. Moss Hart); Hart, who wrote the screenplay of the film, and Arlene Francis, radio and television luminary. Second photo: Ben Kalmenson, the distribution head of Warner Brothers; Sidney Luft, producer of the picture; Miss Garland and Robert Shapiro, managing director of the Paramount Theatre. Third photo: Major Albert Warner and Mort Blumenstock, vice-president in charge of advertising, publicity and exploitation.

Paramount

(*Continued from page* 1)

product in the large theatres." The Music Hall is currently installing two Century Projectors for horizontal projection of the film, he said.

"The present production plans for Paramount studios include 20 films next year, but it is very possible that an additional three or four more pictures will be added to the slate," the producer stated. "During the past five years, Paramount has averaged 22 to 24 films annually," he said.

Film producers in Hollywood have become more selective and careful in turning out films as there is "no limit to a film's gross," he said. However, the producers have become more daring in spending money for better casts, writing and production because a big property will attract important box-office stars, Hartman said.

"However, the rising cost market demands that all producers and studios keep a closer check on all expenditures," he said.

Points to Experimentation

Commenting on the successful experimentations with horizontal projection of VistaVision films which allegedly enables greater height, as well as depth, clarity and definition of subject, Hartman said that "this type of projection is solely for use in large theatres with screens ranging in width from 60 to 120 feet. It is the eventual hope of Paramount that some horizontal projection attachment can be evolved so that all theatres can project VistaVision in a manner in which audiences will notice the marked improvements, he said.

The experiments conducted with horizontal projectors thus far, each projector costing an approximate $2,000, have been very successful, he said. "The VistaVision films used in the tests were projected left to right and in a 2 to 1 aspect ratio," Hartman said. "Our technicians now are working on the horizontal attachments and also are testing black and white films for VistaVision," he stated. The attachment could be hooked up with an ordinary projector, he said.

VistaVision is flexible and can be used in any theatre and can give audiences a 3-D effect, Hartman said. "Our experiments with the medium have been conducted under the policy that the best will survive as no novelties, changes in screen size, or whatever, will aid the story, which is primary," he said.

VistaVision prints in 2 to 1 aspect ratio can be had anamorphically or regularly, he said. "So far, we have had no requests for anamorphics as yet," Hartman said. VistaVision is currently being photographed in a "loose" 1:66 to 1 aspect ratio, Hartman said, enabling enlargement to fit all ratios.

Coming back to horizontal projection for VistaVision, Hartman said that "it is not for the great masses of the public." Only the large theatres, at this time, could have horizontal projection, installing two machines at high costs, he said.

(*Continued from page* 1)

Enterprises production, also was star of the lobby festivities in both houses prior to the start of the performance. Miss Garland was greeted at the Victoria by Martin Block, master of ceremonies, while at the Paramount she was embraced by George Jessel, who handled the festivities at that point.

Times Square traffic literally slowed to a standstill to catch a glimpse of the glittering show illuminated by giant searchlights.

WABC-TV cameras covered the ceremonies at both theatres. There also was coverage by the NBC radio network, the Armed Forces Radio Network, newsreels and press photographers.

The premiere literally covered three city blocks, from the Paramount at 43rd Street to the Victoria at 46th Street. At the Paramount, in addition to the television cameras, Tex and Jinx McCrary interviewed stars and celebrities in a special hour-long salute to Miss Garland via NBC radio. The first 20 minutes emanated directly from the Paramount, with the remaining 40 minutes originating at the NBC studios.

"A Star Is Born" started its regular run at the two theatres yesterday. It will be aided by one of the most extensive national campaigns ever conducted by Warner Brothers, a drive executed and put into operation by Mort Blumenstock, vice-president, and his advertising-publicity department staff.

Perkins

(*Continued from page* 1)

graph School. He entered the motion picture field in 1929 as a member of ERPI, predecessor of Altec, and has served the organization in numerous capacities since. Following a period covering technical supervision of installations and service operations in Ohio, he saw service as field engineer in the Detroit area, and was then elevated to the post of supervisor of Altec service installation in St. Louis, Providence and Boston.

Brandt

(*Continued from page* 1)

"The motion picture exhibition industry is presently suffering from a shortage of product, and rental terms for films are geared to a seller's market. Refusal to grant permission to National Theatres will actually serve to restrain trade here. Whereas, favorable reception of this petition and that there will be others similarly situated, will do much to promote much needed competition in the production of motion pictures."

Kaufman Finishing 'Silver' TV Series

HOLLYWOOD, Oct. 12. — Producer Joseph Kaufman told the press here that he has completed the first six of 26 half-hour television-series films under the title "Adventures of Long John Silver" for distribution via Fred Schwartz' Distributors Corp. of America in the Western Hemisphere, but will not offer the series for sponsoring until all 26 are completed and follow a feature run.

Board Expenses Up

OTTAWA, Oct. 12. — Canadian Government reports budgetary expenditures for the National Film Board rose to $985,000 in period April 1 to Aug. 31 this year in contrast to $836,000 in same period last year.

5% Tax

(*Continued from page* 1)

what New York City exhibitors consider as good business periods, Beame stated that "on the basis of these returns, the yearly amusement tax from motion picture theatres indicate a minimum yield of $5,425,014." The city's fiscal officials expect the film admissions to be substantially larger than $5,500,000 yearly, he said, basing the opinion on the assumption that July and August are low-yield months and that the theatres will do better business during the remainder of the year.

The $124,811 tax breakage figure which was withheld by the exhibitors, is based on the tax required on admission prices of 50 cents or more.

Harry Brandt, president of the Independent Theatre Owners Association, and Emanuel Frisch, president of the Metropolitan Motion Picture Theatre Association, have asked all New York City exhibitors, circuit officials and independent operators, to attend a meeting at 11:30 a.m. today at the Loew's home office to discuss the city tax report and to plan future strategy in the tax fight.

The city collector's office revealed the total tax figure, $1,291,949, a short time ago, but at that time, did not reveal the breakdown. It was learned yesterday that the City Tax Collector turned over the figures to Beame for official release and publication.

Edict Now Under Appeal

A Supreme Court decision is now under appeal in the Appellate Division courts by the city and the local exhibitors. The city attorney, Assistant Corporation Counsel Stanley Buchsbaum, held that the collection of the tax breakage as under the present city impost which was affixed under the State Enabling Act of 1947, is legal and conducted in the manner of ordinary business. The court, ruling in favor of the theatremen, held that the collection of the tax breakage would make the tax more than five per cent and was therefore illegal and unconstitutional.

Allied Aided by 2 More Units In Rental Fight

MILWAUKEE, Oct. 12.—The Independent Theatre Owners Association of New York and the Southern California Theatre Owners Association have advised Allied States that they are in sympathy with Allied's current campaign to combat allegedly unreasonable film terms and a shortage of product and have agreed to meet to discuss cooperative action, Ben Marcus, Allied president, said here today.

Received Letters

Marcus said both ITOA and SCTOA were mailed copies of the letter which had been sent to Theatre Owners of America last week and which asked TOA's aid in furthering Allied's program as set forth in its "declaration of emergency" which includes among other things the introduction of a congressional bill calling for control of film prices by the Federal Trade Commission.

Marcus said, however, that the responses from Harry Brandt, ITOA president, and Harry Arthur, SCTOA president, did not mention the Federal regulation plan in any way.

No reply had been received by Allied from TOA up to today, Marcus said.

He asserted that it is not a foregone conclusion that the Allied convention here on Thursday will declare itself for the Federal regulation measure and insisted, too, that it was only a "last resort" measure.

Invites 'Alternatives'

"If the distributors came up with alternatives to the arduous film terms they are now asking which offered the exhibitors an opportunity to make a reasonable profit, there would be no need to go to the government for help," he said.

Asked how Allied could expect help from TOA on its program when Allied refused to go along with TOA's arbitration program for alleviating industry grievances, Marcus said Allied would back arbitration if it were drawn to include the arbitration of sales policies or film terms.

KPIX, S.F., Drops DuMont Programs

SAN FRANCISCO, Oct. 12.—Television station KPIX here has dropped all DuMont network programs, charging DuMont violated a network affiliation agreement.

KOVR, Stockton's new TV station, Channel 13, will get the DuMont programs—including "The Goldbergs," "The Stranger," "Chance of a Lifetime," "Rocky King," "Johns Hopkins Science Review," and "They Stand Accused."

Officials of KPIX, which has been relaying DuMont programs since 1949, declined to say what specifically prompted the break. However, a spokesman for KOVR said that KPIX had protested when KOVR began operations as a DuMont affiliate recently.

KOVR, with a transmitter atop Mount Diablo, is received in the Bay area.

Shortages, Gov't Control to Fore

(Continued from page 1)

tative gathering of exhibitors viewed the matter.

Pointing out that there have been claims that government regulation means the end to free enterprise, Myers said that the best answer to the claim was contained in a letter from Harry Arthur in which he said his Southern California group "have come to the conclusion that government regulation . . . would be far superior to the regulation that we are now suffering from by the film companies."

Continuing, Myers said in part:

"Free enterprise is based upon the profit system. Without profits there can be no free enterprise. Whoever heard of a system of free enterprise where the profit motive had been snuffed out? Yet the evidence is overwhelming that the film companies are rapidly eliminating all profits from theatre operations or are reducing them to a bare subsistence level. And it has even been suggested that the film companies are entitled to a cut of the concessions receipts, the last refuge of profits in the theatre business.

"Just what kind of free enterprise is it that those who scorn government regulation would preserve? There is no profitless free enterprise in the books on economics that I have read. Until those who have a practical monopoly of the film business adopt a live-and-let-live policy so that the theatres can earn a profit, I am not going to be disturbed by their cry that their brand of free enterprise is endangered by government regulation.

Calls Regulation Legal

"For example, the assertion has been made that the motion picture business is not a public utility; therefore, it is not subject to price regulation. This pre-supposes that public utilities are a closed category to which neither the legislatures nor the courts can add a new member. That is untrue. The state legislatures and the Congress of the United States can regulate any business which they deem to be affected with a public interest or affected with a public use. It is then up to the courts to decide whether the regulation is valid or invalid and there are no precise criteria for such determination."

Myers said that two circumstances argue for a better performance by the Federal Trade Commission, as proposed by Allied, than by the Department of Justice in handling matters relating to the film industry. On this score, Myers said:

"In the first place, the bill is so drafted as to permit the distributors in working out classifications of films and theatres to cooperate among themselves and with representative groups of exhibitors, or the Commission may hold a trade practice conference with both distributors and exhibitors present, so as to avoid the errors and weaknesses that crept into the consent decrees which were drafted behind closed doors and without exhibitor participation.

Cites Difficulty of Control

"In the second place, it is harder for the film companies to reach into and control a Commission with five members than an executive department presided over by a single cabinet officer. Ever since Harlan F. Stone, the last of the great Attorneys General, presided over the Department of Justice, it has been the style to appoint Attorneys General more for their political prominence than for their legal attainments. While an occasional Commissioner may be susceptible to outside influence, political or otherwise, it is reasonable to expect that a majority will take their duties seriously and discharge them according to law."

Myers said he had made no provision in the draft for the regulation of admission prices or other details of theatre business because he did not believe that theatres are engaged in interstate commerce so as to be subject to regulation by Congress, and also theatres "are not exercising monopolistic powers or committing any acts which require that they be regulated in the public interest."

The Allied general counsel opened his address with a brief review of Allied's efforts on behalf of independent exhibitors, stating that he occasionally hears exhibitors desire a return to the "good old block-booking days." In this connection, he asked: "In view of the changed habits of the theatre-goers . . . how would you like to revert to compulsory block-booking and let the film companies decide which pictures you shall play?" Among other accomplishments, Myers listed the campaign against the fixing of admission prices, ASCAP's charge for recorded music and the "CinemaScope sound barrier."

Some 'Not Working Out'

Myers admitted that some of the reforms for which Allied had fought are not working out as well as they should, because film company lawyers "pulled the wool over the eyes of the government lawyers in drafting the consent decrees and the Department of Justice has not the will to enforce the decrees to the extent that they can be enforced."

In decrying the dearth of product and the effect on theatres and the public, Myers stated: "The question that now arises is this: Has this great industry that means so much to the American people the right to commit suicide, whether it realizes what it is doing or not?"

Myers concluded his address by asking the convention to join him in honoring the man "who stands as a symbol of the idealism, integrity and devotion that characterizes Allied—Col. H. A. Cole."

Compo Membership Renewed by Allied

MILWAUKEE, Oct. 12.—Allied's board of directors has renewed the organization's membership in the Council of Motion Picture Organizations for another year. Wilbur Snaper will continue as Allied's representative on COMPO's governing triumvirate.

Allied Board

(Continued from page 1)

will be available to all exhibitors, whether Allied members or not, on the same price basis, Marcus said.

The board spent much of its time deliberating the subjects of film prices and product supply, which are regarded as the most important on the agenda of the 25th anniversary convention which opened today.

Marcus said that regional vice-presidents of Allied reported that all units have endorsed Allied's "declaration of emergency," calling for action, among other things, on a bill providing for control of film prices by the Federal Trade Commission, details of which were published in MOTION PICTURE DAILY on Monday.

Suggestions from Regional Units

Suggestions for implementation of the declaration were made by the regional units and reports were received by the Board of advanced work on the part of Horace Adams, president of Independent Theatre Owners of Ohio, and Irving Dollinger, of Allied of New Jersey, on the formation of regional committees and the setting of meetings to discuss film terms and exhibitor action on such as are deemed to be unreasonable.

Marcus said the board reaffirmed its backing of the Makelim plan, the Fred Schwartz Distributors Corp. of America and all other new product sources "which can offer good films to exhibitors."

Arthur Murray, RKO In Dance Tieup

Arthur Murray Studios will introduce a new dance, The Americano, created by Murray, in conjunction with local playdates of the RKO production, "The Americano." The dance was inspired by one performed by Abbe Lane in the Technicolor South American adventure.

Every licensed Arthur Murray Studio is receiving detailed instructions on how to teach the new dance, with information concerning co-operation with local exhibitors playing the RKO picture.

AA Buys 'Mother-Sir'

Walter Mirisch, Allied Artists executive producer, has announced the studio has purchased the Tats Blain novel "Mother-Sir."

Attendance at Films Rising, Agency Finds

Despite the fact that television-set use continues high, people are going back to the motion picture theatres in steadily increasing numbers, according to a survey conducted by Cunningham & Walsh, advertising agency.

The agency based its survey on a poll conducted over a period of five years in New Brunswick, N. J., called "Videotown" because of the fact that the city gets good reception from so many New York and New Jersey television stations.

Attendance at film theatres had showed a drop of 77 per cent when television sets, in quantity, hit the market. But, "In 1953," said the agency's report, "a 17 per cent gain in movie attendance marked the turning point. This year's attendance almost doubled that of last year."

Dumestre Named TEDA Chairman For Convention

Ray G. Colvin, executive director of the Theatre Equipment Dealers Association, has announced the appointment of J. B. Dumestre, Jr., of the Southeastern Theatre Equipment Co., Atlanta, to serve as convention chairman for the coming meeting to be held in Chicago Oct. 31-Nov. 4, held in conjunction with the conventions of TESMA-TEDA-TOA and IPA.

Serving with Dumestre as members of the reception and entertainment committee are the following members of TEDA.

Ernie Forbes, Detroit; Henry Sorenson, Dallas; L. M. Wutke, Los Angeles; Frank Strange, Charlotte; Al Boudouris, Toledo; Carl White, Omaha; Ray Busler, Tampa; Neil Blount, Memphis; R. Bemis, San Francisco; Harry Blumberg, Philadelphia; H. J. Ringold, Grand Rapids; L. T. Kimbrial, Kansas City, and Paul Finc, Omaha.

TEDA to Elect 2 Members to Board

Ballots were mailed out this week to all members of the Theatre Equipment Dealers Association, who will elect two members of the board of directors to serve three-year terms.

The two members of the present board, whose terms expire at this time, are S. F. Burns of Seattle and H. I. Tegtmeier of San Francisco.

Four have been placed in nomination by TEDA members, as follows: Kenneth R. Douglas, Jr., Boston; Tegtmeier; Henry Sorenson, Dallas, and Al Bourdouris, Toledo.

Results of the election will be known when the ballots are counted at board meeting to be held in Chicago, on Oct. 31.

3 New Films Start; 6 Finish on Coast

HOLLYWOOD, Oct. 12 — With only three new pictures starting and six pictures finishing, the total number of pictures in work dropped down to 31.

Started were: "Gun that Won the West," Clover Prods. (Columbia); "The Admiral Hoskins Story" (Republic); "The Purple Mask," CinemaScope, Technicolor (Universal-International).

Completed were: "Cell 2455," "The Monster Beneath the Sea" and "Tight Spot" (Columbia); "Timberjack," Trucolor (Republic); "Racers," CinemaScope, Technicolor (20th Century-Fox); "Night of the Hunter," Gregory Prods. (United Artists).

20th-Fox to Hold 'Desiree' Premiere

Twentieth Century-Fox will go "all out" in its command performance premiere of Henry Koster's CinemaScope production of "Desiree" which will open at the Roxy Theatre in New York in November, the film company announced yesterday.

The film company is sending out invitations to royal families, and titled members of nobility throughout the world, in addition to leaders of international society, statesmen, ambassadors, diplomats and industry leaders for the premiere, it was said.

Since the advent of Wide Screen and CinemaScope *thousands* of progressive theatre operators have equipped their projectors with Hilux and Super-Lite projection lenses—*for use as prime lenses* with their anamorphic attachments.

Your patrons, too, will appreciate the superior quality that over 30 years of lens craftsmanship have engineered into the Hilux *f*/1.8.

$270 up per pair at your Theatre Supply Dealer.

PROJECTION OPTICS COMPANY, INC.
330 LYELL AVENUE • ROCHESTER 6, NEW YORK

Vending Machines Boost SW Sale of Refreshments

WASHINGTON, Oct. 12.—Use of vending machines has sharply increased Stanley Warner Theatres' sales of ice cream, soft drinks and other refreshments, according to Carl Siegel, Stanley-Warner official.

Siegel discussed the advantages of vending machines in an article written for the program of the National Automatic Merchandising Association convention, which is being held here. He declared that theatres cannot possibly do without vending machines any longer, and added that Stanley Warner is constantly looking for new ideas in this field.

500% Increase Cited

Some of the points made by Siegel:

An ice cream vending machine will produce more business in a theatre than counter sales. By introducing ice cream vending machines, Stanley Warner boosted ice cream sales from 1½ per cent of the entire refreshment gross four years ago to nine per cent today.

The beverage vending machine is the theatres' most important piece of vending equipment. The machine increases the volume of soft drinks sold to at least double that sold over the counter, and equally important, has boosted candy and popcorn sales by permitting attendants to devote more time to those items.

Conversion in Progress

The chain is now converting machines which used to sell five cent candy bars exclusively to machines selling half five cents bars and half 10 cent bars and so far has met no customer resistance.

The combined revenue from a comb machine in a theatre's men's room and a perfume machine in the ladies room almost paid for the annual cost of maintaining the two rest rooms.

SW Reopens Two In Connecticut

HARTFORD, Oct. 12.—The Rialto, Norwalk, Conn., and Hull, Derby, Conn., long-closed Stanley-Warner situations, have been reopened, with the former unit operating on a Friday-through-Sunday policy, and the Derby theatre on a seven-day schedule.

Jack A. Simons, formerly manager of Loew's Poli, Hartford, now managing the S-W Palace, Norwalk, is also supervising the Rialto, while managership of the Derby theatre has been assigned to Harry Corlew, formerly assistant manager of the Strand, Hartford.

Meanwhile the Greenwich Playhouse interests have relighted the Greenwich Playhouse, Greenwich, Conn., with first-run art policy in effect. Theatre is running two performances nightly Mondays through Saturdays, with continuous showings, starting at 2:30, on Sundays.

'Suddenly' Takes $34,420

United Artists "Suddenly," currently at the Mayfair Theatre here, has grossed $34,420 during the first four days of its run at the Broadway house, and theatre officials expect a week's gross of $54,000 for the film, it was announced by the film distribution company.

At Testimonial Dinner

Paterson, N.J., Honors Fabian on Anniversary

NEWARK, N. J., Oct. 12.—Some 350 local dignitaries, civic officials and motion picture leaders were in attendance as the city of Paterson duly honored S. H. Fabian, president of Stanley Warner Corp., who is marking his 40th anniversary in the film industry, at a testimonial dinner held at the Alexander Hamilton Hotel here tonight.

S. H. Fabian

In honor of his two score years in show business, Fabian was awarded a bronze plaque, recognizing his services to the industry, by Harry B. Haines, publisher of the Paterson, N. J., Evening News.

The motion picture industry delegation to the testimonial dinner was headed by Spyros P. Skouras, president of 20th Century-Fox; Barney Balaban, president of Paramount Pictures, and Leonard H. Goldenson, president of American Broadcasting—Paramount Theatres.

Mother Also Honored

Honorary guests at the dinner, which was held in a banquet room bedecked with photographs which recounted Fabian's career, were Mrs. Jacob Fabian, the guest of honor's mother; Mrs. S. H. Fabian and Mrs. Samuel Rosen. Toastmaster was A. J. Greene, associate editor of the Paterson Evening News, while Jack Stern, Paterson, was general chairman. The dinner committee was composed of Mayor Lester Titus of Paterson, Stern, Samuel Rosen of SW, Greene, Frank Damus and Bob Deitch.

Among the guests were: Nate J. Blumberg, David G. Baird, Jack Cohn, Ned Depinet, James R. Grainger, Harry M. Kalmine, Louis B. Mayer, Nicholas M. Schenck, Serge Semenenko, A. N. Spanel, Walter Vincent, Joseph Vogel, Richard F. Walsh, Major Albert Warner, Herman Robbins, Sen. H. Alexander Smith, Gov. Robert B. Meyner, Gordon Canfield, Frank Shershin, David L. Cole, Henry A. Williams, Carl Holderman, Rabbi Arthur T. Buch, Rev. Charles J. Child, and the Rt. Rev. Msgr. Joseph M. O'Sullivan.

Tells of Regard for Industry

Fabian in responding to the speakers, said the honors heaped upon him were earned by the motion picture industry. He said that he was fortunate in having found his first day in his first job as an usher in the Regent Theatre, a business which has fascinated him every day of his life. He gave unstinted praise to his friends and associates and reminisced about his early days in Paterson and the personalities who taught him the essentials of show business.

In speaking of his past forty years as a showman, Fabian said "The destiny of the motion picture industry in these fabulous years has been largely decided by the range and quality of the pictures it has made and by the growth of motion picture exhibition in the United States.

SW Zone Managers In Meetings Here

A conference of home office executives and theatre zone managers of Stanley Warner Corp. will be held here today and tomorrow.

S. H. Fabian, president; Sam Rosen, executive vice president; Nat Lapkin, vice president in charge of production, and Stewart W. McDonald, vice president and treasurer will attend, with Harry M. Kalmine, vice president and general manager of theatres presiding at the home office meeting.

Zone managers attending are Alex Halperin, Chicago; Moe A. Silver, Pittsburgh; Harry Feinstein, New Haven; Frank Damis, Newark; Charles A. Smakwitz, Albany; Ted Schlanger, Philadelphia, George A. Crouch, Washington, and Ben H. Wallerstein, Hollywood.

Among the home office executives at the meeting will be: Stuart H. Aarons, Miles H. Alben, Stanley Amster, James M. Brennan, Nat D. Fellman, Gio Gagliardi, Harry Goldberg, Frank J. Kiernan, Herman R. Maier, Frank W. Marshall, W. Stewart McDonald, Arthur M. Rosen, Bernard H. Rosenzweig, Carl Siegel, Louis Siegel, Fred Stengl, Robert Schneider, Charles J. Schnur, Dan B. Treister, Ben Wirth.

No Early Sterling Convertibility Seen

The recent statement by J. Arthur Rank to the effect that he would acquire U.S. theatres when sterling-to-dollar convertibility became a fact may be minimized as a result of a study on the subject of convertibility by Roy Reierson, staff economist for the Bankers Trust Co. here. In a memo prepared for the bank personnel, Reierson said:

"Action on the part of the British to make sterling convertible into dollars, even on current account, does not appear to be in prospect for some time to come. Early in 1953, it was reported that the British were fairly optimistic as to the prospects; since then, however, they appear to have adopted a progressively more cautious attitude. Mr. Butler is reported to have made a public statement in Washington within the past few days which, in effect, postponed a formal step toward dollar convertibility for an indeterminate period.

"It is my belief that Britain will continue its program of easing import and currency restrictions as conditions permit, but that they will not undertake formal action in the direction of dollar convertibility of sterling until after the next British election which may not be held until autumn, 1955."

Judge in Baltimore Studies Decision on 'Waterfront' Lines

BALTIMORE, Oct. 12. — As the preliminary part of a formal court hearing over a world that seldom gets into court, Judge James K. Cullen and attaches of Baltimore City Court went to the theatre. "Hell" is the word in question.

Columbia Pictures is appealing from a ruling by the Maryland State Board of Motion Picture Censors that the words "go to hell" in the film "On the Waterfront" are obscene and indecent under rules of the Maryland law. The proposed censorship is supported by Sidney R. Traub, chairman, and other members of the Maryland censor board.

A special showing of the film for the court's benefit was held at the censor's projection room. Counsel for both sides were among the limited number of viewers.

The picture distributors, through the law firm of Nyburg, Goldman and Walter, contended to the court the phrase is a necessary part of the action of the picture and tends to lend emphasis to a portion of the film that develops a moralistic sequence.

Judge Cullen said he will return a verdict soon as possible.

Product Trailer Prepared by Col.

Columbia Pictures has produced a special 56-minute film to highlight the top 16 pictures on its future schedule.

Consisting of actual scenes from 11 of the productions and carrying mentions for the other five, the special trailer will have its first screening at the TOA convention in Chicago on Nov. 1.

Prints of the trailer will be made available at all exhibitor association meetings and will be sent to all of the 32 domestic exchanges of Columbia. There is also a possibility that the film may be made available for showings in theatres.

Scenes from the following features will be included in the special film: "Phffft," "Three for the Show," "The Long Gray Line," "The Violent Men," "The End of the Affair," "The Black Knight," Technicolor adventure "My Sister Eileen," "Joseph and His Brethren," "Prize of Gold," "The Man from Laramie" and "Tight Spot."

Mentioned will be "Picnic," "Pal Joey," "Reminiscences of a Cowboy," "The Franz Liszt Story" and "Captain Calico."

Fabian to Chairman Israel Fund Dinner

S. H. Fabian, president of Stanley Warner Theatres, will be chairman and Spyros P. Skouras, president of 20th Century-Fox, will be guest of honor at the annual dinner concert of the American Fund for Israel Institutions, scheduled for Jan. 5, at the Hotel Waldorf-Astoria here as the highlight of the Fund's campaign for $1,857,000.

Fund president Edward A. Norman stated that "the most eminent civic and philanthropic leadership of Mr. Fabian and Mr. Skouras assures us that once again the Fund's annual dinner concert, an artistic tradition of the New York winter season since 1947, will be an outstanding success."

No Sales in West Of RKO Theatres, Schwartz Reports

No deals for the sale of any RKO Theatres West of the Mississippi have been concluded as a result of the Western trip of Sol A. Schwartz, RKO Theatres president, Schwartz disclosed here.

It was indicated from other trade sources that while on the Coast recently Schwartz, as well as Albert List, RKO Theatres board chairman, entertained a number of offers, none of which at this stage has proven acceptable. List, too, has returned to New York.

The information garnered, it was learned, will provide a basis for evaluating the current liquidation value of some 17 theatre properties in seven Western states. Although no sales have been consummated as yet, it was pointed out, this situation did not rule out the continuation of negotiations looking to consummation of deals.

Rogers Merchandise Sales: $34,097,000

HOLLYWOOD, Oct. 12.—From gross retail sales of $260,000 in 1945, Roy Rogers Enterprises anticipates a total of $34,097,000 for 1954, according to Larry Kent, general manager, who has returned from New York, where the company staged its first co-ordinated showing of the complete merchandise line at the Hotel Pierre.

"Roy's popularity in all entertainment media—TV, radio, movies and personal appearance—is the actual basis of the merchandising program," Kent said, "but the operation of Enterprises is conducted separately, and the figures I quote pertain only to merchandising."

Currently, Kent reports, 47 firms are producing 360 different items of clothing, toys, furnishings and novelties bearing the Double R-Bar brand, which includes Dale Evans as well as Roy Rogers merchandise.

Huge Music Drive Set for 'Hajji Baba'

Capitol Records is launching a national promotion campaign on the melody "Hajji Baba" which is sung by Nat (King) Cole in the Walter Wanger CinemaScope productions, "The Adventures of Hajji Baba," which opened at Brandt's Globe Theatre here on Friday, 20th Century-Fox, distributor of the pictures, announced at the weekend.

Special leters have been sent out to Capitol's thousands of dealer outlets across the nation apprising them of the Cole disk and the film.

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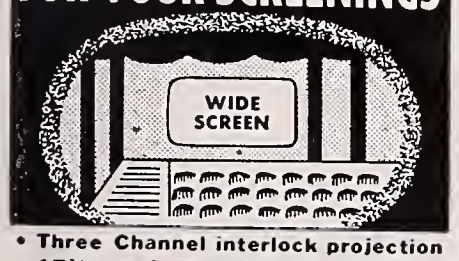

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Review

"Aida"

(Oscar-IFE)

A RICH and exciting experience is in store for theatregoers who will soon have an opportunity to see the screen version of Giuseppe Verdi's great opera, "Aida." Presented by Sol Hurok, internationally famous impresario, and produced in Italy, "Aida" introduces a brilliant new dimension in film entertainment.

By using an English narration with consummate skill—merely to illuminate the contours of the plot—"Aida" is developed into a show that vibrates with color, movement, drama and pageantry. Its appeal will extend far beyond the esoteric groups who patronize our opera houses. For this is grand opera which through its pristine grandeur dramatizes a highly emotional story so that it succeeds in stirring the imagination and capturing the heart.

The choice of "Aida" as the first opera-film in color was extremely felicitous. Verdi's score is literally overflowing with melodies that enchant the ear and lend themselves magnificently to the drama and mobility of the plot. The producers, Ferruccio De Martino and Frederico Teti, are further to be congratulated for having assembled a cast of first-rate stars who are attractive to look at and whose flawless acting blends superbly with the dubbed in voices of Italy's finest operatic singers. Production values deserve to be described as extraordinary throughout. There is subdued splendor in the color evolved by the Italian process called Ferrania-color.

As is known to opera fans, ancient Egypt in the days of the Pharaohs is the locale of the story. Egypt has been invaded by an army of Ethiopians, led by their King, Amonasro. Radames, handsome young army officer, dreams of leading Egypt to victory and of marriage to Aida, beautiful slave girl who, known to all, is the daughter of Ethiopia's king. But Princess Amneris, daughter of the Pharaoh, is also in love with the young warrier who is named commander of the Egyptian armies and ordered to thrust back the invaders.

In victory, Radames faces disaster. To reward him the Pharaoh makes him his heir and announces his engagement to the princess. At a secret tryst with his beloved Aida, Radames learns her true identity and discovers also that he has betrayed military secrets to her and her father. Radames is denounced as a traitor and arrested. The princess offers to free him in return for his love. Radames refuses, preferring death to life without Aida. He is condemned to death by entombment in a crypt—and there he finds Aida, waiting to die with him. As the lovers await death, Amneris, in the temple above, weeps and prays for forgiveness.

Sophie Loren, one of Italy's brightest young stars, delivers a finely etched performance as the beautiful but doomed Aida, while Lois Maxwell, as the unhappy Princess, brings to her role conviction and deep sincerity. As the warrior, Luciano Della Marra not only displays the characteristics of a hero, but portrays the tormented Radames with understanding and vigor.

Thanks to the scope of the screen, the big scenes in the picture have been photographed for background effects of striking brilliance and beauty. Especially noteworthy are the battle sequences, the triumphal march through the palace gates, and the ceremonial and victory dances. The latter are performed with extraordinary grace and artistry by the Ballet Corps of the Rome Opera, led by a trio of notables—Alba Arnova, Victor Ferrari and Ciro Di Pardo. The choral singing and the music throughout matches the highest standards of grand opera in the world capitals.

As can be expected, the picture must be slanted toward specialized theatre policies and for special types of audiences.

"Aida" was directed by Clemente Fracassi.

Running time, 95 minutes. General classification. Release date not set.

AL STEEN

TV Set Production Hit Peak in August

WASHINGTON, Oct. 12.—Television set production in August was the highest for any month this year, according to the radio-electronics-television manufacturers association.

RETMA reported TV set output in August as 633,387 sets, better than double the July production of 306,985 sets. Production was still below 1953, however. In August last year, 603,760 sets were produced.

Total set production during the first eight months of the year amounted to 3,785,519 sets, compared with 4,754,285 sets in the comparable 1953 period. Slightly more than one-fifth of the sets had UHF tuning facilities.

New Conn. Drive-in

HARTFORD, Oct. 12.—Groton Open Air Theatre, Inc., has opened Connecticut's newest drive-in, the 600-car capacity Groton Drive-In, on Route 12. Principals include J. Lawrence Peters, Anthony Albino, Harry F. Picazzio, Jr., and Isadore Fishbone.

RKO Pathe Makes Air Force Feature

RKO Pathe has just completed a nine-reel feature for the United States Air Force entitled "Air Cruise Control for Jet Aircraft" under the supervision of Dudley Hale, production director of government films for the studio.

RKO Pathe is currently engaged in converting several hundred reels of film to foreign language versions for the United States Information Agency. Production is under the supervision of Frances Dinsmoor, head of the foreign versions division of RKO Pathe. Foreign language versions of the USIA films are translated into 32 languages.

'Hansel' to Levine

BOSTON, Oct. 12. — Joseph E. Levine, president of Embassy Pictures Corp., has completed arrangements with the office of Michael Myerberg in New York to distribute "Hansel and Gretel," in the New England territory.

Say Parliament May Produce on Coast; O'Keefe in Hollywood

HOLLYWOOD, Oct. 12. — Al O'Keefe, president of Parliament Pictures, will arrive here tomorrow from New York to complete pending negotiations whereby Parliament will engage in feature production on the West Coast.

Parliament's first feature, "Men of Sherwood Forest," with Don Taylor and Eileen Moore, has just arrived here from England. The company's second feature, "Break in the Circle," an action drama with Forrest Tucker and Eva Bartok in the starring roles, is now in the cutting and editing stages. Both features, filmed in Eastman Color, were produced in England and on the Continent.

Prior to his departure for the Coast, O'Keefe indicated that no distribution deal had been arranged for the release of "Men of Sherwood Forest" or "Break in the Circle."

O'Keefe is due back in New York in about two weeks.

Boston Sees Easing Of Parking Problems

BOSTON, Oct. 12.—With the new Central Artery nearly completed, which will alleviate the present traffic congestion for cars entering and leaving the city proper, Mayor Hynes has revealed plans for the building of six garages at a cost of $1,000,000 each, providing space for 3,600 cars for those who desire to remain in the heart of the city for shopping or the theatre.

Fills Long-Felt Need

Business leaders and theatre managers have long been demanding relief from the present lack of parking space in the downtown area. In addition to the six new garages which will be equipped with automatic parking facilities for the cars to be parked in tiers by elevators, the mayor said that meters will be installed in 650 spaces under the artery between the North Station and the Sumner Tunnel for daytime and evening parkers, only a short walk to the theatre district.

Mesibov to Handle IFE's 'Theodora'

Sid Mesibov has been appointed special exploitation co-ordinator to handle the national launching of IFE's Pathecolor production "Theodora, Slave Empress," it was announced by Jonas Rosenfield, Jr., national director of advertising, publicity and exploitation for I.F.E. Releasing Corp. Mesibov will co-ordinate his work with Bernard Lewis, exploitation manager for the company.

Mesibov, who was formerly exploitation and promotion director for Paramount Pictures, will create and execute an exploitation campaign for the film.

Mesibov will assume his new assignment at IFE immediately.

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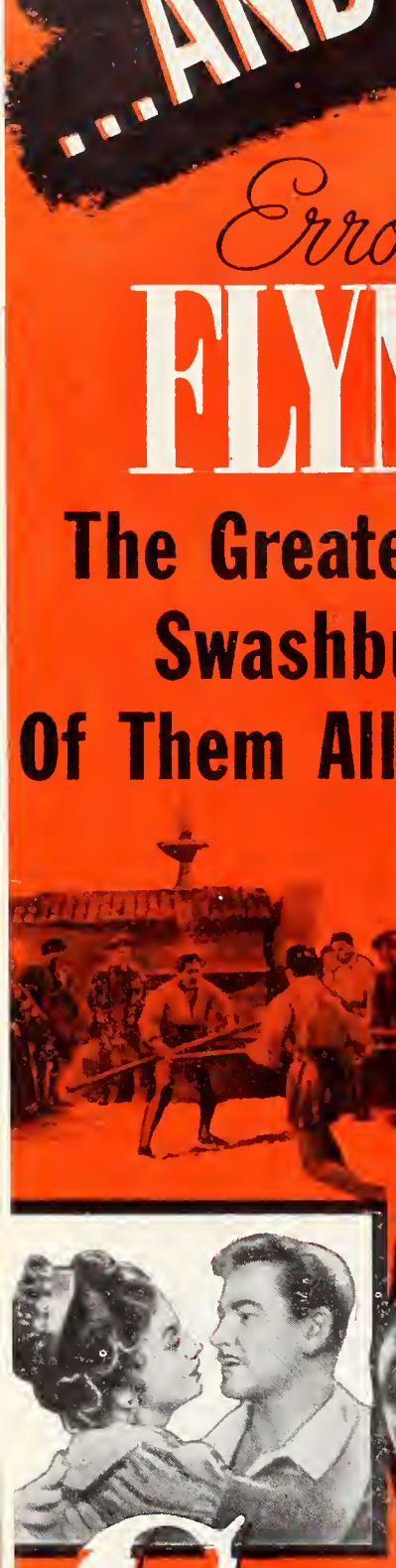

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Allied Urged to Jettison Government Control Plan

TOA Board to Mull Allied Proposal

Theatre Owners of America's response to Allied's bid for unified action is that the proposal will be considered by the TOA board meeting in Chicago, it was learned here yesterday.

TOA's response, mailed by TOA president Walter Reade, Jr. to Allied president Ben Marcus in Milwaukee, will be made available to the press here tomorrow. The reply is said to inform Marcus of TOA's decision to take up Allied's bid at TOA's forthcoming board meeting.

Plea Heard for Independent Production

MILWAUKEE, Oct. 13.—With a purported product shortage as one of the principal topics at this Allied States' "product convention," much of today's business sessions were given over to spokesmen for new sources of independent production. They were Charles Boasberg, general sales manager of Distributors Corp. of America; Hal Makelim, producer, and William F. Rodgers, sales consultant to Allied Artists, which is embarking

(*Continued on page* 5)

Four Standard Films Added to Fox List

Adding to its program of releases during the last quarter of this year, 20th Century-Fox has announced the acquisition and distribution of four standard-dimensional films, one in Eastman color, bringing to 29 the number of films in both CinemaScope and standard being offered by the company during 1954.

Of the total of 29 attractions, 17 are filmed in CinemaScope and color by De Luxe and Technicolor laboratories, and 12 are in 2-D, of which nine are lensed in color.

New additions to the release program are "The Outlaw's Daughter," a W. Barry production in Eastman color, starring Bill Williams, Kelly Ryan and Jim Davis. The picture will be opened in November.

Also that month, 20th Century-Fox will release "Black 13," an F. Proudlocks production directed by K. Hughes starring Peter Reynolds, Rona Anderson, Patrick Barr and Lona Morris.

To the December release roster have been added "Devil's Harbor," a C. Dean production starring Richard Arlen, Greta Gynt, and Mary Germaine; and "The Other Woman," a Hugo Haas production starring Haas and Cleo Moore.

Gehring, Rodgers Advise New Attempts to Reach Understanding with Distribution, But Convention Appears to Favor Control

By SHERWIN KANE

MILWAUKEE, Oct. 13.—The first voices to be raised at the Allied States annual convention here against Federal regulation of the industry were heard at today's session. Both W. F. Rodgers, sales consultant to Allied Artists, and William C. Gehring, 20th Century-Fox executive assistant general sales manager, urged the exhibitors here to continue trying to settle their differences with distributors around the conference table, warning that "once the Government is in your industry it will never get out."

W. F. Rodgers

The remarks of both men were warmly applauded by the convention delegates and, also, were promptly answered by Allied leaders, who contended that repeated efforts to reach understanding on sales policies and other grievances have been made unsuccessfully and there is no road open to them other than Federal regulation.

W. C. Gehring

Gehring cited the progress the in-

(*Continued on page* 4)

Disney Prints In All Forms

Walt Disney Productions plans "to put out in all forms of prints our forthcoming CinemaScope pictures," Allied States Association was informed in a telegram signed by president Roy Disney.

The telegram, the contents of which were learned here, was in response to a telegram of protest sent by Allied president Ben Marcus regarding the stereophonic sound question.

Disney, replying on specific policy regarding "20,000 Leagues Under the Sea," said that "because of physical as well as financial reasons, our first batch of prints will be in CinemaScope with stereophonic sound, but later optical sound CinemaScope prints will be on hand and still later when the standard negative is made, prints will likewise be in standard form."

In the first portion of his telegram,

(*Continued on page* 5)

Allied Cool to '55 All-Industry Meet

MILWAUKEE, Oct. 13.—Despite the fact that Allied States will hold its 1955 convention at the Morrison Hotel, in Chicago on Nov. 5-9, there is no apparent disposition within the organization to tie it in with a sort of all-industry meeting and trade show to include next year's Theatre Owners of America convention, Theatre Equipment and Supply Manufacturers Association and Theatre Equipment Dealers Association, the International Popcorn Association and others.

Such a proposal was first broached last year and in the convention program for the current Allied States annual convention here, there appears a full page TESMA ad urging the officers and directors of Allied to give

(*Continued on page* 5)

Allied Registration Approximately 500

MILWAUKEE, Oct. 13.—Registration for the Allied States convention here, still incomplete today, was estimated at approximately 300 from out of state and around 200 from Milwaukee and elsewhere in Wisconsin, said to be a record.

The attendance is expected to be larger on the final business day of the convention tomorrow and for the closing banquet.

Majors' Appeal Successful

Judgment of $490,000 Is Reversed in New Orleans

Special to THE DAILY

NEW ORLEANS, Oct. 13.—Judgment of $490,000 against seven major distributors awarded in Vicksburg, Miss., in 1951 by Judge Sidney L. Mize to Joe Applebaum and Betram E. Simms, operators of the Center Theatre, Greenville, Miss., was reversed here yesterday in the U.S. Fifth Circuit Court of Appeals by Judge Ben C. Dawkins and concurred in by Judges Wayne C. Borah and Robert L. Russell.

The original Applebaum-Simms complaint charged that they were forced to close their theatre as the result of an alleged conspiracy between the seven defendant film distributors and Paramount Gulf Theatres, operators of the Delta and Paramount theatres, and Clyde G. Dar-

(*Continued on page* 3)

Prize Pictures May Release Thru RKO

HOLLYWOOD, Oct. 13.—Prize Pictures, Inc., financed by Arizona capital, has moved onto the RKO lot to produce a program of three pictures in 1955. Distribution for the three pictures is contemplated for RKO. Films will be produced in SuperScope and color.

Sig Schlager, general manager of

(*Continued on page* 5)

Personal Mention

LOUIS DE ROCHEMONT and MRS. DE ROCHEMONT arrived here yesterday from Europe aboard the "Liberte."

•

D. A. DORAN, assistant to DON HARTMAN, Paramount Pictures executive producer, who has arrived in New York from Europe, will leave here for the Coast on Saturday.

•

BERNARD JACON, I. F. E. Releasing Corp. vice-president in charge of sales, will arrive in Indianapolis today from Detroit.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division manager, is in Washington from New York.

•

AMERICO ABOAF, vice-president and sales manager will arrive here tomorrow from London via B.O.A.C. Monarch.

•

JOSEPH A. TANNEY, president of S.O.S. Cinema Supply Corp., will leave New York today for Los Angeles.

•

MIKE SIMONS, in charge of M-G-M customer relations, will return to New York tomorrow from Milwaukee.

•

MORI KRUSHEN, United Artists exploitation manager, is in Chicago from New York.

•

JOHN R. BISHOP, head of the Paramount Pictures camera department, is in New York from Hollywood.

•

LAWRENCE WEINGARTEN, M-G-M studio executive and producer, is here from the Coast for a vacation.

•

JACK MURPHY, representative of HAROLD LLOYD, is in New York from Hollywood.

•

BOB HOPE will leave here tomorrow for England.

•

ARNOLD GILLESPIE, M-G-M sound man, is in New York from the Coast.

Pinanski Heads TOA Nominating Group

Samuel Pinanski of Boston, former president of the Theatre Owners of America for two years, has been named chairman of the 1954 TOA nominating committee, it was announced by Walter Reade, Jr., TOA president.

Serving with Pinanski on the committee will be Carl E. Anderson of Kalispell, Mont.; James S. Carbery of Little Rock, Ark.; L. S. Hamm of San Francisco; R. M. Kennedy of Birmingham; David B. Wallerstein of Chicago, and Mitchell Wolfson of Miami.

The committee will hold a pre-convention meeting at the Conrad Hilton Hotel, Chicago, on Oct. 30. Its slate of officers will be presented at the board of directors meeting on Oct. 31.

SIMPP Withdrawing Complaint to FTC

The Society of Independent Motion Picture Producers is advising the Federal Trade Commission that it is no longer interested in pressing its charges against the Motion Picture Export Association's reported payment of subsidies to foreign governments, Ellis Arnall, SIMPP president, announced here.

Arnall stated that the Society would ask the FTC for permission to withdraw its complaint against the MPEA which was filed on July 8, in which SIMPP asked the government agency to investigate and determine if the MPEA had made a subsidy payment under the new trade agreement with France.

The former Governor of Georgia disclosed that the Society was satisfied with MPEA president Eric Johnston's recent statement in Hollywood to the effect that he is strongly opposed to subsidies and that his views on the subject apply equally to members of the MPEA board of directors.

Speculation Regarding Probe

There is speculation in the industry at this time as to the FTC's investigation of MPEA's activities abroad as the agency has been studying the problem for over a year, it was learned. A representative of the Independent Motion Picture Distributors Association revealed a short time ago here that the FTC had coupled his group's complaint against I.F.E. Releasing Corp. with those of the MPEA.

2 More Meets Set By Illinois TOA

Two additional meetings of the United Theatre Owners of Illinois have been scheduled for Oct. 25 at Springfield, Ill., and at Urbana, Ill., to elect a regional vice-president and two directors to the board, it was announced yesterday by UTOI vice-president George G. Kerasotes, in a Theatre Owners of America release here.

Exhibitors of the Springfield district will hold a luncheon meeting at the Leland Hotel with Kerasotes as temporary chairman. Theatremen in the Champaign district will meet at the Urbana Lincoln Hotel with Gene Russell as temporary chairman and George Gaughan, TOA field representative, assisting.

Seymour Mayer to Loew Tokyo Meet

Seymour Mayer, Far and Near East regional director for Loew's International, left here Tuesday for Tokyo, where he will preside over the M-G-M PEP conference for the Far and Near East, which opens next Monday. Also attending from the home office is Morris Frantz, the company's advertising chief.

The five-day conference, first of its kind held by the company in that area, takes its name from PEP, the "Perspecta exhibitor plan," $2,500,000 merchandising plan. Eighteen delegates from twelve territorial offices will attend.

O'Donnell Master Of Ceremonies for Boasberg Luncheon

Robert J. O'Donnell, general manager Interstate Circuit, Dallas, and Variety Club's International ringmaster, will be toastmaster at the testimonial luncheon to be tendered to Charles Boasberg by exhibitors of the United States and Canada on October 21 at the Hotel Astor here.

R. J. D'Donnell

Among companies which have already reserved tables for the event are: Walter Reade Theatres, Century Theatres, Prudential Theatres, RKO Theatres, Skouras Theatres, Liggett-Florin, Loew's Theatres, Republic Pictures, Distributors Corp. of America, RKO-Radio Pictures, Randforce Theatres, Fabian Theatres, William German, Brandt Theatres and Rugoff & Becker.

DCA to Distribute Crawford Picture

HOLLYWOOD, Oct. 13.—Fred Schwartz, president of Distributors Corp. of America, announced yesterday that DCA has completed financial and distribution plans for "The Way We Are" with Joan Crawford signed as star and Robert Aldrich scheduled to produce and direct. Jack Jevne wrote the story.

The signing of "The Way We Are" marks DCA's second important distribution deal to be set within the past few days. Schwartz announced on Monday in Hollywood that he had concluded a deal for the distribution of "I Am a Camera," the Christopher Isherwood play being produced by John and James Woolf in London, with Julie Harris, Laurence Harvey and Shelly Winters in leading roles.

Schwartz is in Hollywood this week for production and casting meetings on "The Viking," a Milo Frank production which will be shot in Norway in the Spring of 1955 and "Finian's Rainbow," a cartoon feature will go into production in Hollywood shortly.

'Suddenly' Gross High

United Artists' "Suddenly," which opened at the Mayfair Theatre here on Thursday, grossed $7,420 on opening today, topping the receipts for "High Noon" by more than 15 per cent, it is announced by the film distributor.

'Love' Posters Free

RKO will offer free 24-sheets on "This Is My Love" to all theatres which agree to pay for posting and sniping, the company announced. Posters will be ready for shipment by Oct. 20.

SuperScope Is Shown to British Trade

LONDON, Oct. 13.—Walter Branson, RKO's world-wide general sales manager, and Joseph Tushinsky, co-inventor of SuperScope, today answered questions of the British trade press concerning the new wide-screen process and its distribution, following the first foreign demonstration of the anamorphic lens on Tuesday to over 600 exhibitors from the British Isles and Ireland at the Odeon Theatre here. Branson and Tushinsky were in charge of the demonstration.

Applause from the exhibitors, who termed the wide-screen process "sensational," was said to have been almost continuous, as scenes from forthcoming RKO productions, were projected via SuperScope. Particular enthusiasm was expressed for the underwater scenes from the latest Jane Russell starrer, "The Big Rainbow," which will be the first film to be released in SuperScope. "The Big Rainbow" will have its world premiere on Dec. 21 at the Fox Theatre, St. Louis.

Branson and Tushinsky will hold exhibitor demonstrations of SuperScope at the Rex Theatre, Paris, on Oct. 19, and at the Capitol Theatre, Rome, on Oct. 26. A demonstration will be held in Germany shortly.

RKO is handling distribution of the SuperScope lens in the foreign market, while National Screen Service has rights for domestic distribution.

Plan SuperScope For H-L's 'Cruz'

HOLLYWOOD, Oct. 13.—United Artists' "Vera Cruz," will be released in SuperScope, the newly perfected wide-screen process, it was announced here yesterday by producer Harold Hecht, co-owner of Hecht-Lancaster Productions.

The initial order placed with the Technicolor laboratories for prints calls for 200 SuperScope prints and 100 standard projection prints, Hecht stated, after concluding negotiations with Joseph and Irving Tushinsky, inventors of the process.

The agreement was reached following the Tushinsky brothers' announcement that their process is now compatible with CinemaScope projection equipment.

The first screening of "Vera Cruz" in the new 2 to 1 aspect ratio form is scheduled to be held during Christmas week at the Capitol Theatre in New York, UA has announced.

Trade Charity Drive Meeting Tomorrow

HOLLYWOOD, Oct. 13. — Plans for the permanent Charities Committee 1955 drive, with a goal set at $1,250,000, will be completed Friday at a luncheon meeting in the Beverly Hills Hotel, campaign chairman Ralph Clare disclosed today.

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National Pre-Selling

Rosemary Clooney

Ten fur coats, for free . . .

White fur coats, as worn by Rosemary Clooney in "White Christmas," will be awarded by the Association of Fur Manufacturers to winners of contests conducted by theatres in key cities. The contest is for MEN, who are required to write a letter telling why they would like to see the wife or girl friend wear a *white* fur coat for *Christmas*.

•

Irving Berlin in national tour for "White Christmas"

Irving Berlin will travel to a series of interviews, lunches, and cocktail receptions to be attended by motion picture editors, columnists, disc jockeys, and exhibitors in connection with key city openings for "White Christmas."

Music promotions: Rosemary Clooney has written a series of letters to 1,800 radio and television disc jockeys in all parts of the nation in which she says, "I think the greatest compliment you can pay to Irving Berlin is just to say the score was written by him, because his talents are so well known that you expect the very best—and always get it." Paramount and Columbia Records have completed plans for the saturation exploitation of a "White Christmas" album by Rosemary Clooney consisting of eight Irving Berlin numbers from the VistaVision film.

Merchandise tie-ups: Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen and other members of the "White Christmas" cast have endorsed national products, namely: Benrus Watches, Van Heusen Shirts, Chief Apparel, Juno Knitting Mills, and Styrofoam Christmas Decorations. These manufacturers will spotlight the stars and tie in with "White Christmas" in their national magazine and newspaper advertising and in display material.

•

"Life," devotes three pages to "White Christmas" in a picture lay-out and review appearing in the current issue. Two facing pages, which carry pictures made on the production sets in full color, lead off the story.

•

"Look," in the current issue gives a highly laudatory review to "A Star Is Born." Quoting from the review, "Judy Garland puts on the greatest one-woman show on earth. This movie will confirm once and for all that she is one of the greatest of movie-trained artists."

WALTER HAAS

City Overestimates Yearly Tax Yield, Say Exhibitors

New York City exhibitors are certain that the total five per cent amusement tax liability collected during this second impost quarter, with payment due on Dec. 20, will be less than the $904,169 collected by the local theatremen during the July and August 62-day summer period.

A prominent circuit official, active in the campaign to have the city's levy on admissions declared null and void, stated that "city officials do not seem to realize that the summer period is the best business period for theatres throughout the whole year and that the yearly tax total will be watered down as box-office returns fall off."

During the July and August tax period, New York City's 438 theatres, including two drive-ins, turned over to the city tax office $779,358 and withheld, as allowed by a Supreme Court injunction order, $124,811 as tax breakage. These figures were revealed earlier this week by New York City Budget Director Abraham D. Beame.

The circuit representative, along with other top exhibitor officials in New York City, feels that the second payment of the tax, due on Dec. 20, will substantiate the figures presented earlier in the year prior to the signing of the tax law by Mayor Wagner. Beame has repeatedly stated that the local theatres' yield would be about $5,500,000 annually.

However, the local exhibitors have maintained all along that the yearly amusement tax would be in the vicinity of $3,500,000 to $4,000,000 with the whole tax, computed from all sources of revenue, being in the $8,000,000 vicinity annually. The July and August tax liability from all sources of revenue reached a total of $1,291,949.

Goldenson Keynoter Of Carolina Meeting

CHARLOTTE, Oct. 13.—Leonard Goldenson, president of American Broadcasting - Paramount Theatres will be a principal speaker at the annual convention of the Theatre Owners Association of North and South Carolina here Nov. 14-16. Goldenson will sound the keynote at the opening business session Nov. 15.

Walter Griffith, convention chairman, said other speakers will be announced later. Business sessions will be held all day on Monday Nov. 15, with elections that afternoon and the annual banquet and dance that night.

The final day of the convention will be given over to instruction to theatre men in a program to be called "theatre of tomorrow."

Tepeyac Resuming After Long Strike

MEXICO CITY, Oct. 13.—The Tepeyac studios here, one of Mexico's best, have resumed operating with settlement of a 14-month strike and making a peace pact that is similar to the general one in which the other studios entered during the summer with the technical and manual workers sections of the Picture Production Workers Union (STPC). That pact lasts until next July 31.

The Tepeyac operators allowed the 10 to 20 per cent pay hike along with other studio-members to the pact and agreed to pay their strikers 80 per cent of wages during their long idleness. That payment amounts to $20,000. STPC withdrew claims for $72,000-pay. It had sustained the strikers by paying them half wages. Tepeyac also agreed to pay a minimum of $480 in wages per picture. That plan is to last for 27 months.

'Amazon' to Schlaifer

Times Film Corp. has commissioned the Charles Schlaifer and Co. agency to prepare an advertising campaign on "Naked Amazon," the semi-documentary color film about an expedition to the Matto Grosso region of the upper Amazon which is now being readied.

Judgment

(*Continued from page* 1)

den and W. A. Prewett, operators of the Lake Theatre. The object of the alleged conspiracy, the plaintiffs alleged, was to prevent them from showing first-run films in the Center.

The seven distributor defendants were Columbia Pictures, Loew's, Inc., Republic Pictures, 20th Century-Fox, United Artists, Universal Film Exchanges and Warner Brothers.

Sees Jurors Partial

In their reversal of the judgment, the three Circuit Court jurists stated that the jurors in the Vicksburg trial were favorably inclined to the plaintiffs as against the non-resident corporations. They held, further, that against the multitude of decisions against film distributors, it is still the law that, ordinarily, a distributor has the right to license, or to refuse to license, his films to any exhibitor, pursuant to his own reasoning, as long as he acts independently.

In this respect, the court held that three instructions to the jury given by Judge Mize and complained of by defendants, "in effect told the jury that every distributor of films must as a matter of law accept all equally suitable exhibitors as customers and must treat them all equally."

The opinion held that such a statement overlooks the peculiarities of the motion picture exhibiting business, and also obviously conflicts with the settled law to the contrary.

Jurors Heard 'Rumors'

Another point held by the present court was that during the Vicksburg trail rumors of compromises offered by the defendants reached the ears of at least three jurors.

The case was ordered dismissed as to Republic and reversed and remanded for a new trial as to other defendants.

Plaintiffs Applebaum and Simms, as brought out in the Vicksburg trial charging violation of the Sherman and Clayton anti-trust acts, had asked damages of $450,000 and $40,000 in attorneys fees, and, for forcing the theatre to close, they had asked for treble damages of $600,000.

People

Cyril S. Landau, former counsel to RKO Pictures and Universal-International, has announced the opening of his own law offices here where he will resume the general practice of law and continue representation of motion picture and theatrical interests.

□

Edward Cohen, 20th Century-Fox's Latin America director, was married to **Miss Lucia Hazan Strugo** of Rio de Janeiro at the Spanish and Portugese Synagague in New York over the past weekend. The couple is currently honeymooning in England and Europe.

□

William R. McAndrew has been promoted to the position of director of NBC News, and **Eugene Juster** has been named manager of NBC news films.

□

Walt Disney, Fred Quimby, Edward Selzer, Steve Bosustow and **George Pal** are heading a film cartoon industry committee to honor **Walter Lantz** on his 25th anniversary with Universal-International.

□

Frank P. Rosenberg, Warner Brothers producer, has announced the birth of a son born at the Cedars of Lebanon Hospital, Hollywood. His wife is the former **Maryann Schaffer.**

□

George Forsythe has been named assistant to manager Bert Gamble at the Oriental Theatre in Salem, Ore.

□

Thomas Walsh, general manager of J. J. Parker Theatres; **M. M. Mesher** of Paramount and **Jack O'Bryan,** United Artists studio executive, were among the Portland, Ore., guests at the annual Navy League cruise.

Suit for $300,000 Filed in Maryland

BALTIMORE, Oct. 13. — Three theatres at Frederick, Md., are involved in a new, Sherman Anti-Trust Act suit filed today in Federal Court.

Marva Theatres Inc., of Braddock Heights, operating the City Opera House filed the suit against six defendants that operate Frederick's other two film houses, the Tivoli and Frederick.

A conspiracy to injure the plaintiff and to monopolize the motion business in Frederick is alleged in the suit. Specific allegations include a charge that the defendants have sought to interfere with the plaintiff's lease of the theatre from Frederick's Board of Aldermen.

Treble damages of $300,000 and an injunction are asked by the City Opera House operators.

The defendants are Trans-America, Frederick Theatre Corp., and two other companies.

Allied Hears Argument Against Gov't Control

Not a Solution, Rodgers Tells Convention

(Continued from page 1)

dustry has made "by working together" during the past year and one-half in overcoming television competition, in improving theatre business and in successfully applying and marketing new technical processes and equipment, and in producing and marketing better entertainment. He emphasized that it is 20th-Fox's policy to make "a fair deal for any picture with any theatre, anywhere," and added:

"We have made so much progress in recent months, who knows where we could be a year from now if we work together? There is nothing in government control that promises anything of value to the industry. Far more can be gained by negotiation and discussion."

Gehring suggested that if exhibitors feel they can make no progress negotiating with sales managers, rather than quit there in favor of Federal control they should continue efforts to reach understandings by conferring with company presidents.

"We have intelligent leaders in our industry," he said. "There is every reason to have confidence in reaching understandings with them."

Rodgers, in a similar vein, told the assembled delegates, "Government regulation or intervention does not seem to be the solution to the industry's problems."

Rodgers warned that "once the government gets in, it will never get out." He urged Allied to explore further the possibilities of reaching an understanding with the distributors before going to the government, pleading for a "meeting of the minds."

In a question and answer period which followed his talk, Gehring answered specific complaints which had been raised in the convention film clinics yesterday and today.

Jack Kirsch, president of Illinois Allied, said exhibitors had charged they were unable to buy 20th-Fox CinemaScope productions flat despite a recent statement by Al Lichtman, head of 20th-Fox distribution, that theatres grossing $1,000 a week or less could buy flat.

Gehring replied there were no criteria for gauging the grossing powers of CinemaScope productions at theatres and the company wanted to find out what was fair and what wasn't in marketing the new product. As of now, he said, any exhibitor can make a deal on any basis he wants for 20th-Fox product providing only it is a fair one.

Bennie Berger, North Central Allied president, remarked that if all companies followed the same policy as 20th-Fox Allied would have no need to go to the government.

M-G-M's policies also were lauded by convention speakers in remarks from the floor, but criticism of Columbia was spirited. Much of the latter was due to the inability of Abe Montague, Columbia's general sales manager, to attend the convention at which he had been listed in the program as a speaker.

Montague Wire Read

Ben Marcus, Allied president, read a wire from Montague stating he was required to remain away from the convention in order to participate in legal matters which could not be postponed. The wire said that Columbia's position in connection with the visit of Allied's emergency committee which called on sales managers in New York last August in an effort to reach understandings on sales policies, had been unfairly presented by Allied. Montague emphasized that his door is always open to exhibitors with justifiable complaints and that the way to settle misunderstandings is not by "ganging up or through threats of boycott."

Horace Adams, president of Independent Theatre Owners of Ohio; Irving Dollinger, of Allied of New Jersey, and Trueman Rembusch, of Indiana Allied, replied to the Gehring-Rodgers' urgings against government control of the industry, contending that efforts to reach an understanding around the conference table have been made over the years and have ended in failure.

"If we continue to discuss these things longer," Adams said, "we won't have any business to discuss."

"If government regulation comes," Rembusch said, "it will be because some distribution executives brought it on themselves. When you go back to New York, tell them so," he said, turning to Gehring.

Snaper Cites 'Rebuffs'

The 20th-Fox executive said he'd "be glad to."

Wilbur Snaper, president of New Jersey Allied, asked "What do we do after we've been rebuffed by some sales managers as we were in their offices in August? Do you talk some more after you've been kicked in the teeth?"

"Yes," Gehring said. "I urge you to try again. There must be a meeting of the minds. There has to be something better than going to the Government."

It became apparent that Allied leadership, if it is not actually intent upon the Federal regulation move, at least wants the convention's authorization to take that step at the discretion of the board of directors.

Adams Asks for 'Ammunition'

"Do not leave this convention without giving Allied's leaders some ammunition with which to fight for you," Adams said at one point. "If you do we will lose this fight and if we lose this we will lose them all."

The temper of the convention appeared in a state of flux. The rallying cries of the more militant Allied leaders were applauded with the same spontaneity and enthusiasm as were the cautionings of Gehring and Rodgers against inviting the Government inside.

Affected by Business Rise

It was apparent that the currently improved theatre business has robbed the Federal regulation move of some of its urgency in the minds of many exhibitors here. However, they responded to the "get tough" talk and indications are they will give the Allied board tomorrow what it has so clearly revealed it wants.

Gehring Well Received, But Opposes Terms Arbitration

MILWAUKEE, Oct. 13.—Although W. C. Gehring, 20th Century-Fox sales manager, won the admiration and applause of the Allied States convention here today with his frankness in a convention speech and later in an interrogation period on sales practices, he declared with emphasis that he would not be willing to submit a dispute over film terms to arbitration.

The declaration was made in reply to a question put by Ruben Frels of Texas. "I definitely would not," Gehring said; "I won't establish a 'branch' policy."

The reply cost him nothing in popularity with his Allied States audience which has no discernible interest in arbitration.

The questioning of Gehring brought out his willingness to permit a regional Allied States officer or other associate of a complaining exhibitor to appear with the latter in seeking redress from branch managers or other 20th-Fox representatives.

No 'Forcing' He Says

Gehring made short shrift of a complaint that Chicago exhibitors, in a double feature territory, are subjected to "forcing" of short subjects in order to obtain features. "That," said Gehring, "is against the law. It is not our policy."

The question had been put by Jack Kirsch of Illinois Allied, who said the "forcing" complaint had been made in a convention film clinic.

Convinced by Gehring that 20th-Fox sales policy as enunciated by the home office is fair and equitable, Frank Stewart, Danville Ill., third-run exhibitor, wanted to know how branch managers could be kept informed of those policies. Said Stewart: "I read wonderful policy statements by Al Lichtman and when I call at your Chicago exchange I'm told they know nothing about it. Most of the time I can't even get in to see the branch manager."

Gehring replied that policy changes and instructions sometimes are delayed in arriving at branches but that eventually they get there. He said he had made the mistake of informing only Harry Balance, Southern District manager at Atlanta, of a recent policy change, with the result that other Southern branches remained unaware of the change. To remedy that, Gehring said he has called a meeting of 20th-Fox's entire Southern sales organization for Miami next Monday and Tuesday, at which the new policy will be explained to all.

Despite his refusal to consider submission of a terms dispute to arbitration, Gehring took the occasion to urge Allied to "try arbitration," saying, "Why reject it just because you don't get everything you want at the outset?" He referred to Allied's policy of remaining away from arbitration unless film terms are included among arbitrable subjects. "Who knows what could come of it, where it might lead, if given a change?" he asked.

Stresses Regard for Customers

Later, referring to Allied's convention slogan of "The Right to Make a Profit," Gehring said his company doesn't believe it can prosper or survive if its customers die.

"We want them to have a fair and honest profit," he said. "Not just a break-even deal but a margin above that for their progress and plant improvement and for better product from us."

"But the distributor must make a fair profit, too," he said. "No company in an insecure financial position can give you what you need—top quality product. We must be healthy and prosperous to do that."

Gehring appeared in place of Al Lichtman, who was kept in New York by illness.

More Gained By Negotiating Says Gehring

Allied Hits Disney On 'Leagues' Prints

MILWAUKEE, Oct. 13. — The Allied convention here expressed displeasure over the statement by Roy Disney, in response to an Allied inquiry, that "20,000 Leagues Under the Sea" will be sold at first only in stereophonic sound prints.

The CinemaScope production, Disney said, will be sold later in optical prints.

On motion from the floor, Allied officers were instructed to wire Disney requesting optical prints simultaneously with release of the picture on stereo prints and requesting a response from Disney before the convention adjourns tomorrow.

Exhibit Booths by 40 Dealers, M-G-M

MILWAUKEE, Oct. 13.— About 40 equipment supply and concessions companies have exhibit booths at the Allied States convention in the Schroeder Hotel here. The exhibits have attracted a steady flow of visitors since they were opened to the delegates.

In addition to other display space, M-G-M has a "hospitality room" with provisions for meetings, conferences and correspondence.

Production

(*Continued from page* 1)

on a new production program of high budget films.

Boasberg invited the exhibitors assembled at Allied's silver anniversary convention to subscribe for stock in the new D.C.A. company, pointing out that such sage exhibitors as Mitchell Wolfson, Joseph Seider, Samuel Rinzler, Morton Thalheimer, Julius Gordon and many others already are stockholders in the company. Seider, he said, will be one of the directors of D.C.A.

Participation in the stock ownership —D.C.A. is capitalized at $1,000,000, he said, consisting of both common and six per cent cumulative preferred —not only will encourage the new company but will help it to expand.

Praises New Product

He described the forthcoming product of the new company, which is headed by Fred Schwartz of Century Circuit, New York, saying the real product shortage in the industry is not of film but of "A" product. "We hope to make nothing but those."

Makelim thanked Allied for its early backing of his plan to produce 12 features with promises of playdates in advance from thousands of theatres. He reported recent support lined up from the Stanley Warner circuit, Paramount Gulf Theatres, E. M. Loew circuit, Paramount Tenn-Arkan circuit, and the endorsement of the Interstate circuit. He also acknowledged and thanked the trade press for its cooperation to the progress of his venture. All 12 pictures will be made in this country; none will be made abroad, he said.

Rodgers, who was warmly introduced by Ben Marcus, Allied president, with an anecdote of how the former M-G-M executive obtained a New Year's Eve show for Marcus's first theatre in Wisconsin when all efforts to obtain one locally had failed, described in detail Allied Artists' plans for top quality product.

Sees 'Transition Period'

In this transition period, Rodgers, formerly distribution director of Metro-Goldwyn-Mayer, acknowledged that all branches of the business are beset with many problems. "Of these problems, complex in nature, the most serious, according to my beliefs, is the wide difference existing between buyer and seller. This is to be deplored. The lack of arbitration in our industry is, in my opinion, nothing short of a calamity," he continued.

He then paid tribute to the contributions made in former years by Allied general counsel Abram F. Myers and other Allied executives in attempting to set up an arbitration system, inviting Allied people once again to try to reach an agreement on arbitration.

Looking into the future, Rodgers predicted a "bright" one, with "quality entertainment in greater numbers" seemingly assured. Producing and releasing organizations, he held, "are putting their best foot forward and striving to make outstanding product." Exhibition on its part, he continued, should strive to get the maximum results on each attraction.

Regarding his association with Allied Artists, Rodgers predicted a "very bright" future for that company, mentioning Allied Artists' acquisition of such talent as John Huston, Billy Wilder and William Wyler. "I might mention here that the executives of Allied Artists will expect me to counsel and advise with them concerning their future producing plans. My advice in this regard must quite naturally be based upon the support they get from exhibitors throughout the country," he added.

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Television--Radio

with Pinky Herman

ESTABLISHMENT of a production unit in New York and further expansion plans will be revealed when Guild Films execs hold their meeting in N. Y. next Sunday and Monday. Sales director Joseph P. Smith will preside at the confab which will also introduce new Guild execs Karl H. Gericke, formerly with ABC-TV, and Arnold L. Deutschman, now administrative aide to prexy Reub Kaufman. . . . Bob Hope embarked Tuesday nite on another administrative season TVia NBC and gave with some rapid fire material which was funny enough and timely, although to this reviewer it seemed that some of his gags were too blue for so early (8:00-9:00) in the evening. . . . Nine months have gone by since Jerry Marshall succeeded Martin Block as 'barker' for the "Make Believe Ballroom" over WNEW and not only has the spieler retained the Block-buster's legion of listeners but has at the same time 'marshalled' several thousand new fans. . . . Sid NBCaesar's clowning last Monday was top-drawer and this particular situation-comedy episode (Country Club Party) was made-to-order for his talents. . . .

☆ ☆ ☆

Bess Myerson

The 4th annual WABCerebral Palsy Telethon, femceed by Jane Pickens, will take place from Saturday, Oct. 23 at 10:30 P.M. thru 4:30 P.M. next day aided by Toni Arden, Martha Wright, Martin Block, Polly Bergen, Jerome Courtland, John Henry Faulk, Betty Furness, Virginia Graham, Al Hodge, Bess Myerson, Janis Paige, Hazel Scott, Sloan Simpson. . . . We've got this all figgered out. Sometime about September, 1955, we will be able to order that new Cadillac. Last week Harold Goldman, veep in charge of sales for National Telefilm Associates, sent us a note and attached thereto was a crisp new dollar bill. Yesterday, Harold again sent us a reminder that 'the news is on the way' and attached were two crisp new dollar bills. Of course, if Harold and his associates keep up this practice a lot of us will get rich. But upon reflection, it occurs to us that there is something in the wind. We're sure that somewhere or at sometime or other, we 'heered tell' something to the effect 'nobody—but nobody gives anything for nothing.' In fact we're most certain that this teaser campaign is leading up to something and it better be good—else we'll save the dollars sent us and return the amassed total to N.T.A., Inc. . . .

☆ ☆ ☆

Her daily efforts on her WCFLavorful series, "Your Sister Eileen," (Chicago) and other services performed for the Vets at the Vets' Research Hospital, has earned Eileen Mack the title of "Sweetest Girl in Radio" and she's also been nominated for this year's McCall's Award (Radio's Outstanding Woman). . . . Can't understand howcome Bill Silbert isn't tapped to emcee his own TV series. This handsome young decjay, heard daily at 4:00 p.m. over WMGM, knows his music, artists, talent, has done numerous TV stints (while at Du Mont) and is definitely Video timber. . . . Pretty Aimee Richel, who has been associated with the "Arthur Godfrey Show" from the day it started back in 1946, became the mother of a baby boy, Michael, last Friday. Mozzeltoff. . . . WORL engineer Al 'Cuddles' Alford resumed his studies at Boston University last week.

Prize Pictures

(*Continued from page* 1)

Prize Pictures, has already set up his organization at RKO. His present business organization includes Ben Englander, Una Stanley and John Shanks.

Prize Pictures has spent three years acquiring and developing story material and negotiating for personalities to appear in them, Schlager stated. Announcement of the three properties to be made in 1955 will be made shortly, he said. Prize Pictures, Inc., is the producing name of Pictures Holding Corp., of which James A. Smith of Phoenix is president.

Allied Report Calls for New Film Sources

MILWAUKEE, Oct. 13.—Allied's record over the past year, highlighted by its resistance to stereophonic sound requirements for CinemaScope productions and its encouragement of new product sources, was reviewed for the convention here today in the annual report of Ben Marcus, Allied head.

Marcus said that more than 9,000 theatres in this country are showing CinemaScope productions now, contending that such a number would not have been possible at this stage had the stereo sound requirement been permitted to stand. "We are not opposed to progress, just want to run our theatres right," he said.

Marcus said the product shortage is a symptom of the industry's "sickness," and that the doctor it needs is new product sources. Allied is encouraging all of these it can, he said. The organization is gearing itself now to combat unreasonable terms and print shortages, he said, citing the plan for Federal regulation.

He reiterated that he did not think Allied is interested in a merger with any other exhibitor organization at this time, but asserted Allied welcomes the cooperation of all organizations in its activities on behalf of independent exhibitors.

He said Allied's plan to have theatre equipment and supplies made with Allied's name brand for distribution by it at low prices is a result of the board of directors' determination not to again "get caught" in equipment pinches resulting from introduction of new processes.

Allied Cool

(*Continued from page* 1)

consideration to the proposal for next year.

The ad states that the convention committee of TESMA "will welcome the opportunity of discussing this suggestion" with an Allied committee.

An informal inquiry among Allied officers and directors here failed to turn up one interested in pursuing the suggestion. Several Allied officials said they have been disappointed by the collapse of arrangements a year ago to hold the trade show here in Milwaukee in conjunction with this year's Allied convention and did not feel another arrangement of the kind would interest Allied for sometime to come.

Disney

(*Continued from page* 1)

Disney declared that the policy of releasing CinemaScope pictures "in all forms of prints" stems not only from good business from our part, but from the knowledge that the world-wide public supports Disney pictures and therefore they must be served."

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What's a lily to a lady?

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Are the colors in balance? Are the flesh tints correct? How about gray scale values?

These together with many other questions, "the lily" answers quickly, authoritatively. For it is the test standard for tone values in release prints, a step wedge with color patches added.

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All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 74 NEW YORK, U.S.A., FRIDAY, OCTOBER 15, 1954 TEN CENTS

Allied Convention Votes For Federal Regulation

Breen Resigns PCA Post

The resignation of Joseph I. Breen as administrator of the Production Code Administration was accepted here yesterday by the directors of the Motion Picture Association of America.

The board, at the same time, approved the selection of Geoffrey M. Shurlock to succeed Breen as PCA administrator.

Joseph I. Breen

In making the joint announcement, MPAA president Eric A. Johnston said that Breen would continue as special consultant to the PCA for the next seven years. Shurlock, a motion picture industry veteran, has served as Breen's assistant for the past several years.

Johnston praised Shurlock as an "extremely able, respected and experi-

(*Continued on page* 4)

Little Opposition; Leaders Will Use It As Bargaining Weapon During Next 3 Months; If No Relief, Board Will Act at Feb. Meet

By SHERWIN KANE

MILWAUKEE, Oct. 14.—A resolution approving a draft of a bill calling for Federal regulation of the industry was adopted by Allied States silver anniversary convention at its closing session today in the Hotel Schroeder here. Introduction of the bill in Congress is left to the discretion of Allied's board of directors after a three-month period. If at the end of that time conditions in the industry have changed so as to make introduction of the bill unnecessary in the opinion of the board it can be abandoned.

On the other hand if the board at its annual meeting in St. Louis next February still feels legislation to be desirable, the Allied membership under the resolution adopted today pledges itself to do "all in our power to secure the bill's enactment."

The resolution is in keeping with the four-point declaration of emergency promulgated by the Allied board at its August meeting in White Sulphur Springs, W. Va. Point four of that declaration provided for "keeping the door open for the reception and consideration of any proposals the film companies may offer or any reforms they may voluntarily adopt for relieving the present intolerable conditions, especially as they affect the small town and sub-run theatres."

Thus, it is made clear that at this

(*Continued on page* 4)

37 From AA In 1954-'55

CHICAGO, Oct. 14.—Thirty-seven films for the 1954-55 season, 12 of which will spearhead releases during the next 10 months, were announced today by Walter Mirisch, executive producer, at the annual Allied Artists national sales convention in the Blackstone Hotel.

In revealing the company's product for the new season, including at least two films in CinemaScope and seven in Technicolor, Mirisch disclosed that it represents the "greatest box-office potential in the company's history," and by far reflects AA's heaviest investment in production.

"I am certain," he told the sales-

(*Continued on page* 2)

Sets Strong Pace

VV Impresses As 'Christmas' Opens Here

Balaban Says "It's Just A Start for Process"

By MURRAY HOROWITZ

The first VistaVision production, Paramount's "White Christmas," was unveiled here yesterday to the American public at Radio City Music Hall, drawing laudatory comments and setting up a "terrific" box-office pace.

Barney Balaban

Paramount president Barney Balaban, holding a press conference following the first showing of the film, said that "White Christmas" represents "just a beginning of what can be done" with the process.

Adolph Zukor, chairman of the board of directors of Paramount Pictures, attending the same press conference, acclaimed the progress that the industry is making, referring to the VistaVision process and "White Christmas." The industry pioneer declared that the "public is getting more for its money" today than in any period in the industry's history. "I never

(*Continued on page* 6)

Name Baumgarten Lippert President

HOLLYWOOD, Oct. 14. — Robert L. Lippert today announced the appointment of his executive assistant, Edmund J. Baumgarten, to the presidency of Lippert Pictures, with William Pizor continuing as vice-president in charge of foreign sales. Lippert will assume an advisory capacity with the company, and will personally supervise picture sales during the next three months for opening campaigns on three top budget pictures. Following the launching of these pictures, four district sales managers will be appointed in January, to function under the jurisdiction of Baumgarten.

Lippert's announcement bears out an earlier indication that he personally had completed financial arrangements, during his recent trip abroad,

(*Continued on page* 6)

Each Company Scrutinized

Fox, MGM Most Favored In 7 Allied Film Clinics

MILWAUKEE, Oct. 4.—As was the case in the report made by the Allied States film committee after its meetings with sales managers in New York last August, the film clinics at Allied's 25th anniversary convention here were most favorably disposed toward M-G-M and 20th Century-Fox and most critical of Columbia and Warner Brothers in reporting today on the results of three days of clinics.

There were seven clinics in all, one each for small towns, large towns, medium cities, large cities, key neighborhoods and subsequent runs, outdoor theatres and circuit buyers.

S. J. Goldberg, president of Allied of Wisconsin, was appointed coordinator of the seven groups and read a report covering seven major distribution companies, consolidating com-

(*Continued on page* 4)

RKO Studio Labor Post to Mahn

HOLLYWOOD, Oct. 14.—Richard Mahn, who has been associated with RKO for the past 23 years in a variety of executive capacities, has been appointed labor relations director of RKO Radio studio, it was announced by C. J. Tevlin, vice president in charge of operations. Mahn succeeds Mark Bushner, who resigned the post to become administrator of the motion picture industry pension fund.

Allied Bid to TOA To Latter's Board

As had been expected, Allied's bid to Theatre Owners of America for support of the former's proposal to seek government intervention will be submitted to TOA's board of directors in Chicago next month.

TOA president Walter Reade, in his letter to Allied president Ben Marcus wrote:

"I wish to acknowledge your very sincere letter of Oct. 4 and I wish to assure you, your officers and board of directors and members of the emergency defense committee that I shall present the thoughts contained in your letter at our board of directors meeting at the convention in Chicago.

"Upon the conclusion of our convention, I shall transmit to you the board's decision concerning the contents of your letter."

Personal Mention

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and ROBERT K. SHAPIRO, managing director of the Paramount Theatre, will leave New York tomorrow for the Coast.

•

JOSEPH S. HUMMEL, Warner Brothers general manager for Continental Europe, the Near East and Africa, has arrived in New York from Paris.

•

BYRON HASKIN, director who arrived in New York this week from the Coast, will leave here over the weekend for London.

•

GREGORY RATOFF is scheduled to arrive here tomorrow from London via B.O.A.C. Royal Scot.

•

BYRON HASKIN, director, will arrive here next Wednesday from Australia.

•

BOB HOPE will leave here for Europe today aboard the "United States."

•

CORNEL WILDE is due in New York from the Coast next week.

•

BERT ORDE, of "Redbook," is in Los Angeles from New York.

•

ABBE LANE will leave here today for Hollywood.

High Court to Review IPE vs. NSS Case

WASHINGTON, Oct. 14.—The Supreme Court today agreed to review the action of a lower court which threw out the suit of Charles Lawler and Mitchell Pantzer, trading as Independent Poster Exchange, against National Screen Service and eight major distributors. The Third Circuit Court rejected the suit and the partners' appeal to the high court resulted in today's decision.

Independent Poster Exchange charged NSS with a monopoly in the poster and trailer field, and declared that the major distributors aided NSS in maintaining this monopoly.

Earlier Suit Dismissed

The Philadelphia District Court and the circuit court threw out the case, holding that the suit was barred by reason of the fact that a similar, earlier suit had been dismissed after the parties worked out a settlement. The courts said the matter had therefore been adjudicated once and could not be the subject of a second suit.

The partners claimed that NSS had violated the earlier settlement; that the new suit claimed damages only for actions taking place since that settlement had been violated, and therefore that the new suit should not be barred.

Argument in the appeal will be heard later in the current term of the high court. Decision is not looked for before the end of the present year or early in 1955.

Film Cases in High Court As Current Term Opens

WASHINGTON, Oct. 14.—The Supreme Court today agreed to hear appeals in two cases affecting the film industry.

One of the cases the court agreed to rule on involves an anti-trust suit against National Screen Service Corp. and the eight major distributors, treated in detail elsewhere in these columns. The other poses the question of whether exhibitors who win punitive damages in private anti-trust suits must pay Federal income taxes on those damages.

Argument in the two cases will be heard later in the term, with final decisions unlikely before the end of this year or early next year.

Harrison Plea Rejected

At the same time, the high court refused to review a lower court decision throwing out an anti-trust suit brought by a Pennsylvania exhibitor—F. E. Harrison—against the major distributors. Harrison, owner of the Bryn Mawr Theatre in suburban Philadelphia, sued the eight distributors, Warner Brothers Circuit Management Corp. and Stanley Co. of America. The Third Circuit Court of Appeals threw out the suit and Harrison appealed to the high court. The justices today gave no reason for their refusal to hear the case, merely noting their decision on a long list of orders.

These three cases were the only film cases acted on by the high court today, at its first business session of the new term. The court will meet to hand down orders again on Monday, at which time it may say whether or not it will hear appeals in four other pending film cases. These involve such issues as a distributor's right to license old films to television and the applicability of the Indiana gross income tax to film rentals.

The question of taxing punitive damage awards is posed by the Government's appeal from a decision of the third circuit court that William Goldman Theatres was not taxable on such damages.

Goldman won an anti-trust suit against Warner Theatres and the major distributors, and was awarded $125,000 damages, trebled to $375,000. He admitted that the first $125,000 represented lost profits and was taxable, but maintained that the remaining $250,000 was not taxable. The Internal Revenue Service took the matter to court, arguing that the entire amount was taxable, but the tax court and the third circuit court ruled against the Government and for Goldman.

Based on Previews Decision

The lower courts based their action on a previous Supreme Court decision to the effect that taxable income consists only of "gain derived from capital or labor or both combined." They said punitive damages did not come in this category and therefore were not taxable.

In appealing the case to the Supreme Court, the Justice Department said other cases involving other industries have been decided differently in other lower courts and that the problem was one of insufficient importance for the Supreme Court to have its say on the matter. The high court today agreed and took the case.

The Harrison suit, which the court refused to hear today, charged a conspiracy to make the Bryn Mawr Theatre play films behind the Warner Theatre in the area. The district court as well as the circuit court ruled against Harrison and for the defendants.

In appealing the case to the high court, Harrison's attorneys said the trial court was in error in refusing to allow the Paramount decree as prima facie evidence of the unlawful notices of the distributors and in refusing to direct a verdict for Harrison on the basis of the Paramount decree and other evidence.

The appeal also said the circuit court ruling conflicted with the ruling of other circuits as to whether clearances must be held illegal, even if reasonable, so long as they grow out of a conspiracy. The Third Circuit Court in the Harrison case said that even if the clearances grew out of the Paramount conspiracy, the distributors could still prove they were reasonable and thereby avoid consequences.

Had Leased House to Others

Distributors declared that the district court had fully explained the Paramount case to the jury. They argued that there was ample evidence that each distributor had acted independently, for his own proper business purposes. Finally, they maintained that Harrison for the past 20 years had leased the theatre to others to operate, had never had any control over its operations or transacted any business with the distributors, and therefore had no status to sue the distributors.

Edward P. Hodges, 57 Justice Dept. Official

WASHINGTON, Oct. 14.—Edward P. Hodges, chief assistant in the anti-trust division of the Justice Department, died here today at the age of 57 following his collapse while addressing a conference of district attorneys.

Hodges had been associated in a supervisory capacity with many of the recent decisions on enforcing the Paramount case consent decrees.

Set L.A. 'Contessa' Bow

The West Coast premiere of Joseph L. Mankiewicz's "The Barefoot Contessa" at the Fine Arts Theatre in Los Angeles has been moved up to Nov. 4.

37 from AA

(*Continued from page* 1)

men from all key cities, "this program will result in Allied Artists' greatest year at the boxoffice.

Of the 12 pictures spearheading releases between now and next August, Mirisch revealed, at least one will be in CinemaScope, three will be in Technicolor and in the entire new product there will be diversified subject matter.

Ten of the 12 already have been filmed. They and the months of their release are:

"The Human Jungle," and "The Bob Mathias Story," October; "Cry Vengeance," and "Target Earth," November; "Tonight's the Night," in Technicolor, December; "The Big Combo," January; "The Annapolis Story," in Technicolor, February; "John Brown's Raiders," March; "Shotgun," in Technicolor, April; and "The Black Prince," in CinemaScope, May.

To be readied for release in June and July, respectively, are "Hold Back the Night," and "Mother-Sir." Also to be made for the new season is "Wichita," which is to be in CinemaScope with Mirisch as the producer.

Four in Technicolor

Other forthcoming productions will include four in Technicolor. They are "Yellow Knife," to be produced by Walter Wanger; "Legionnaire" and "African Fury," each of which Richard Heermance will produce, and "The Green Hills of Idaho," which Scott R. Dunlap will produce.

Scheduled also for filming are "Phenix City," with which Samuel Bischoff will make his debut as a producer for Allied Artists; "Gun Point," which Vincent M. Fennelly will produce; "General Hospital," with Hayes Goetz as producer, and "The Atomic Submarine" to be based on Clay Blair's book. In addition, producer Lindsley Parsons will provide "Massacre at Dragoon Wells," to star Barry Sullivan; "Today is Forever," "Desperate Women" and "The Intruder."

Four for William Broidy

Producer William F. Broidy will contribute "Singapore East," "Dangerous Assignment," "Port of Hell," and "Sweet Charity."

The program will be completed with four Bowery Boys comedies.

Steve Broidy, president, and William F. Rodgers, who recently joined the company in an advisory and consultant capacity, will address the sales force representatives when they convene again tomorrow.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
Color by Technicolor - A Paramount Picture
and SPECTACULAR STAGE PRESENTATION

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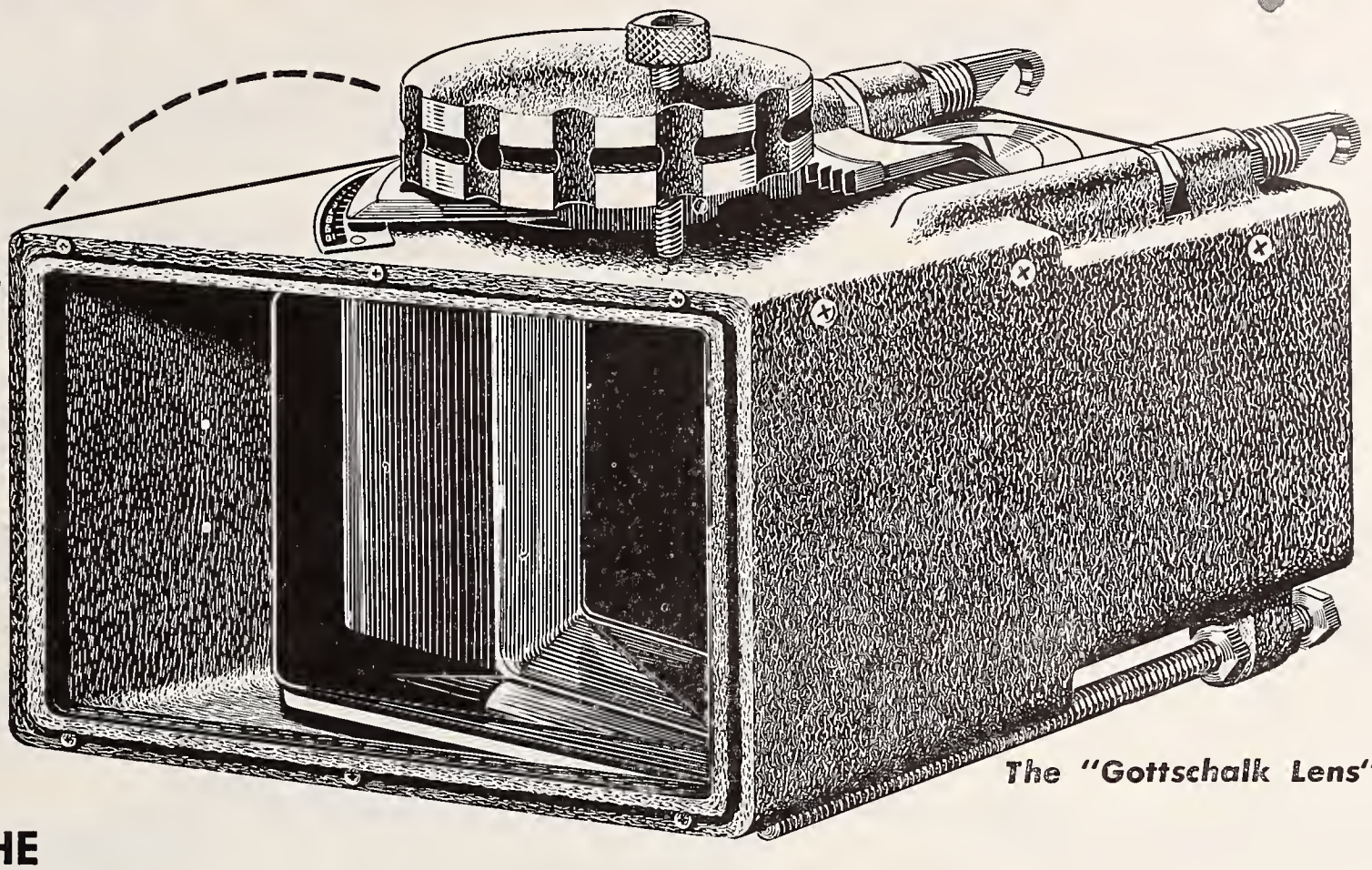
More Showmanship!



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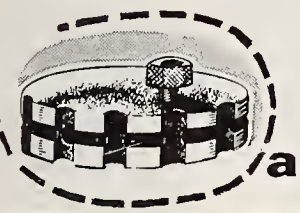

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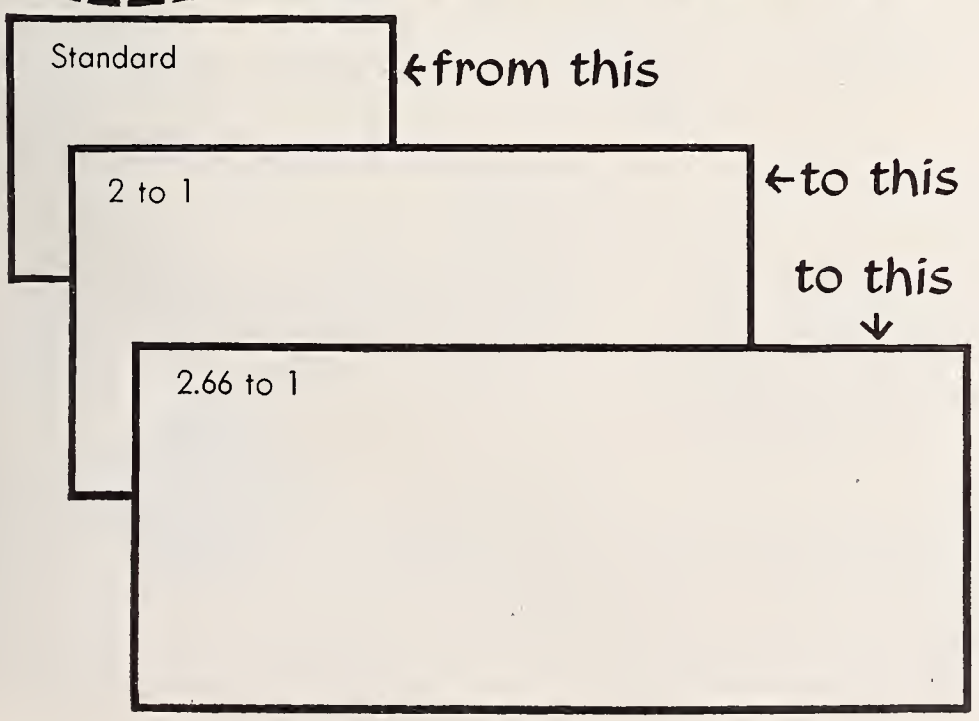

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Controls

(*Continued from page* 1)

stage Allied is prepared to use the resolution with its provision for seeking Federal regulation of the industry as a bargaining weapon with distributors.

The principal issues brought out at this convention which Allied would like to see discussed and acted upon are:

¶Film terms which it regards as unreasonable.

¶A shortage of product.

¶Shortage of prints, with its resultant effect upon availabilities and clearance.

¶What Allied has termed "the right to make a profit."

The resolution in favor of the move toward Federal regulation was carried by an overwhelming standing vote following exhortations by Allied leaders. Prior to that it had been carried by a voice vote without any discussion whatever.

Obviously surprised and admittedly disappointed by this seeming lack of convention interest in the measure, several Allied leaders contended that the chair had not observed several persons who wanted to be heard on the resolution.

Motion Made by Cole

H. A. Cole, who had introduced the resolution, then moved for its reconsideration and discussion was begun by Irving Dollinger of New Jersey Allied.

Subsequent speeches on behalf of the resolution were made by Trueman Rembusch, Allied of Indiana; Beverly Miller, Kansas Missouri Allied; Horace Adams, Ohio Allied; Al Myrick, Iowa-Nebraska Allied, and Benjamin Berger, North Central Allied.

The burden of all speeches was "We're thinking of the little fellow who is being forced out of business, not of ourselves, most of whom are doing all right. We have tried and have failed to get relief for those little fellows from the sales managers and their companies. Now we have no alternative but to go to the Government for relief. None of those in need can possibly be any worse off under Government control than they are now."

There was almost no advocacy of the move for Government regulation by the rank and file, from the convention floor. Neither was there any vocal opposition to it by a rank and file member or anyone else, despite the fact that small exhibitors in private conversations with reporters had said they were opposed to Government regulation of any kind for any purpose. None of this feeling was translated into convention oratory.

Cites Robinson-Patman Act

One theatre attorney from Minneapolis urged that Allied seek Federal control of the industry regardless of whether or not complaints are corrected by distributors during the next three months "because of the experience you have had with distributors in the past."

His suggestion was that films might be included in the Robinson-Patman Act.

The Allied draft of Federal regulation provides for filing of theatre and film price classifications with the Federal Trade Commission. Complaints of mis-allocations by 25 or more exhibitors could bring about a hearing and a re-allocation by F.T.C. Details of the bill, which was prepared by Abram F. Myers, Allied chairman and general counsel, at the direction of the board, were published in MOTION PICTURE DAILY last Monday.

DISTRIBUTION ATTACKS ALLIED'S PROPOSAL FOR GOV'T CONTROL

Distribution executives here yesterday expressed resentment at Allied States Association's proposed "government intervention" bill, with one film company official labelling the move as a "reckless crusade."

The film company executives, declining the use of their names for fear of "adding fuel to the fire," challenged the concept that a third party could determine how much a film is worth. The third party referred to would be the Federal Trade Commission, which, under the proposed bill now being considered at Allied's Milwaukee convention, would be made the arbiter of "fair and reasonable" film prices for theatres.

A number of top distribution personnel could not be reached for comment, some attending the Allied convention and others out of town on other business. But those who could be reached reacted unanimously in condemnation, with one quoting what he called a slogan of an exhibitor: "One more victory on the part of Allied States and we will be out of business."

Another distribution official asked, pointedly, whether it would be fair for the government to control the price of films to the retailing theatre and not, in turn, control the theatre's price to the public. He maintained that it would be easier for a governmental body to put a price tag on famous paintings of the past than to set a pricing policy for each individual picture in each situation.

Getting angrier as he warmed up to the argument, he said that his production-distribution company would be happy to earn a six per cent profit, if that was the ceiling, on many of its releases. Further, he continued, if "we were insured a six per cent profit in the 'bad years' for our pictures, it would be more than we earned then." He also expressed disbelief that Congress would ever support such a measure as proposed by Allied general counsel Abram F. Myers.

Hitting the whole concept of governmental control, another top distribution executive maintained that if the price is wrong for any commodity, including films, the manufacturer suffers a loss in business. What about the contention that there are only a comparatively few film "manufacturers" in comparison to other industries and therefore the pricing situation is unique, he was asked. To this he replied that anyone who has the money and enterprise can enter the market and compete on film prices to theatres. In fact, he added, there are a number of new companies cropping up, referring to Distribution Corp. of America and Makelim Productions.

More Film Tax Relief Possible: Sen. Wiley

MILWAUKEE, Oct. 14. — "A chance for improvement in the direction of further Federal tax relief for theatres" is seen by Sen. Alexander Wiley (R. Wis.), he told the Allied States convention here today.

Wiley, an unscheduled speaker who accepted an invitation to address the convention following his arrival in this city today, described himself as a friend of the industry," not because I'm a politician looking for support, but because I believe the health of the nation depends upon the economic health of industries such as yours.

Tells of Visit Abroad

As chairman of the Senate Foreign Relations Committee, Wiley visited European leaders last month and related some of his reactions to those contacts. He believes, he said, that films promote an understanding of the American way of life abroad.

Ben Marcus, Allied president, who had introduced Wiley to the convention, recommended at the conclusion of his talk that exhibitors everywhere should go to candidates who befriended the industry in the tax reduction and repeal campaigns and ask if there is anything the exhibitors can do in return for those who now are up for reelection.

Wilschke Expounds Perspecta Sound

MILWAUKEE, Oct. 14. — Elmer Wilschke, executive vice-president of Perspecta-Sound, addressed the Allied States convention here today following a demonstration of the system earlier at the Riverside Theatre. The demonstration was attended by about 50 exhibitors.

Wilschke presided at a question-and-answer session at the convention for the benefit of those exhibitors who were unable to attend the demonstration.

Breen Resigns

(*Continued from page* 1)

enced executive. His experience and thorough knowledge of the industry should serve him well in continuing the outstanding job done through the years by Joe Breen."

The board's approval of Breen's request to relinquish active direction of the PCA was expected in trade circles, familiar with Breen's desire to slow down his activities. Breen, a native of Philadelphia and a newspaperman there, became active in Hollywood and, in 1941, was appointed general manager in charge of RKO studios. In 1942 he was chosen as director of PCA and the following year elected president of the Motion Picture Society for the Americas. He also held the post of vice-president of the Motion Picture Producers and Distributors of America, the predecessor to MPAA.

Shurlock, who joined the Code staff in 1932 after serving in several posts with a major studio, has lived in this country since he was a child. A native of Liverpool, England, he was educated in California.

In addition to the Breen resignation, the board also considered the proposed hike in PCA fees to producers, it was learned, with Johnston reporting on studio reaction to the proposal. It was further learned that no decision by the board was taken on the proposal at this stage.

Johnston, who recently returned from the Coast, left here for Washington last night.

Clinics

(*Continued from page* 1)

plaints against each raised in all seven clinics. Highlights of the report follow:

Twentieth Century-Fox complaints that communications between home office and branches on adoption of new policies sometimes are unduly delayed, with the result that the branch has no instructions to put into effect such items as Al Lichtman's recent declaration that theatres grossing less than $1,000 weekly could buy CinemaScope Pictures on flat rental. (W. C. Gehring, 20th-Fox general sales manager, told the Allied convention here yesterday that steps to remedy that situation were being taken.)

Credits Fox For Efforts

Complaints that few small theatres have been able to install CinemaScope equipment because the high terms for the pictures does not leave them sufficient margin to liquidate the equipment and meet other costs. Fox, exhibitors reported in the clinics, appears to be working out availabilities better than other companies.

M-G-M: Regarded in the clinics as "about the fairest company, except in towns of 20,000 and under, where complaints against allocations of pictures and difficulties in getting adjustments were registered. Also complaints of clearance and availability dislocations resulting from print shortages.

Universal: Less adherence to national policies by this company than any other. Most complaints limited to Memphis, Des Moines and Omaha territories.

Paramount: Numerous and widespread complaints against pricing policies with reports that on next three releases beginning with "Sabrina" a 25 per cent increase in flat rental scales and a 40 per cent floor on percentage deals will go into effect.

Sees Drive-ins Hurt

Warners: Complaints of difficulties in making deals and in getting adjustments, especially in the case of drive-ins. Buyers resistance to deals for Warner CinemaScope productions and for "Dragnet."

Columbia: Numerous and widespread complaints of high prices. Many reported inability to make deals with Columbia at exhibitors level in some time.

H. A. Cole, Allied director, recommended that copies of the clinic reports be sent to the sales managers of each of the companies covered.

The clinics occupied a half of each of the three convention days and all were well attended.

'Widow' Here Oct. 27

"Black Widow," directed, produced and scenarized by Nunnally Johnson from a novel by Patrick Quentin, will make its New York debut at the Roxy Theatre on Oct. 27.

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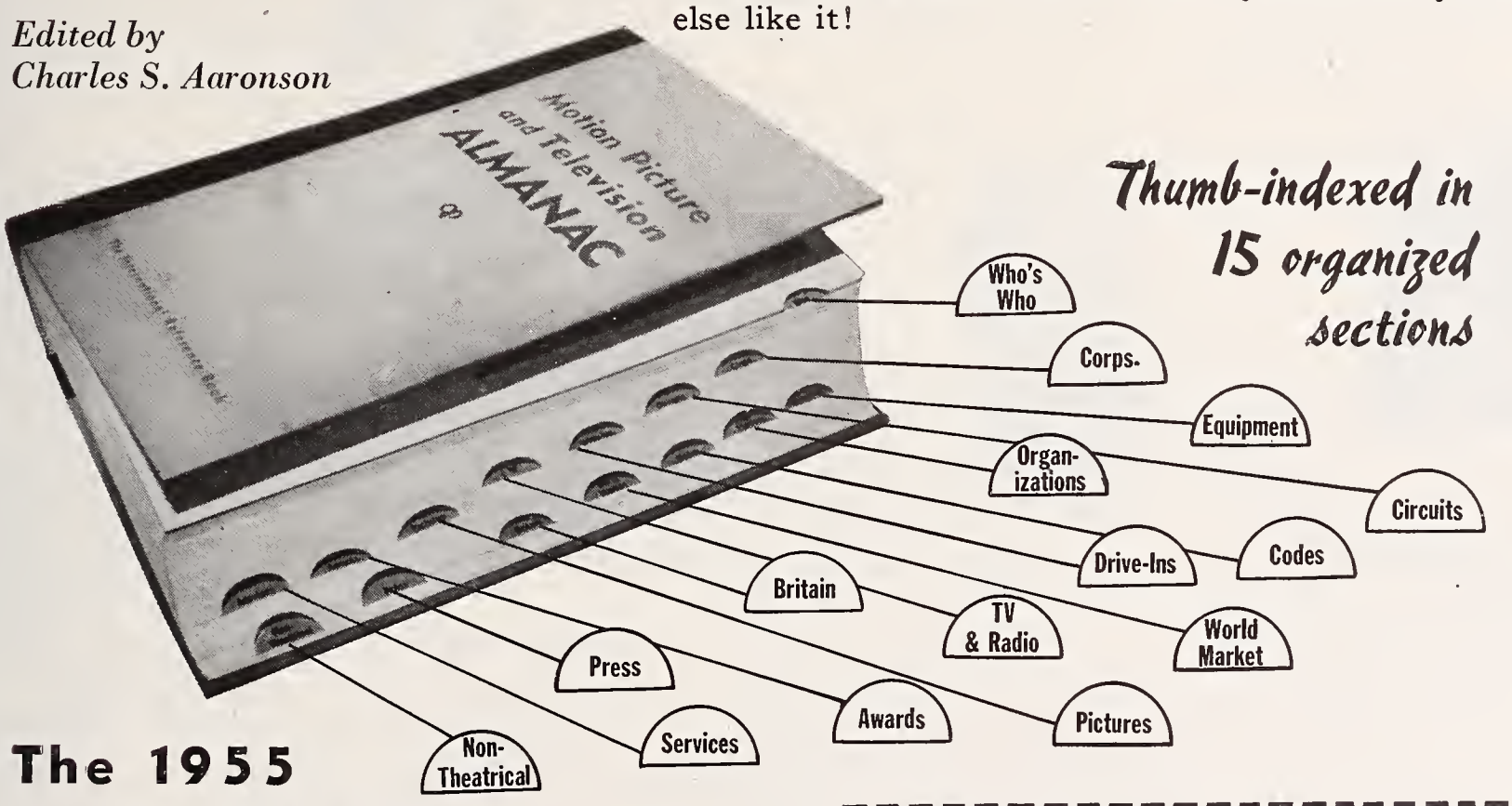

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VistaVision Scores as 'Christmas' Opens

Radio City Music Hall yesterday had one of the biggest first days in many years with the opening of Paramount's initial production in VistaVision, Irving Berlin's "White Christmas." The picture was advertised to start at 10:30 A.M. but the boxoffice line began to form at 8:30, and by the time the doors were opened the line extended from Avenue of the Americas East on 50th Street to Rockefeller Plaza, thence up to 51st Street. Similar lines formed during the entire day and into the evening. Reserved seats were sold out for the first week. Photo at left above shows the opening show line as it extended from the boxoffice entrance to Rockefeller Plaza. Photo at right shows line as viewed around the corner in Rockefeller Plaza.

(*Continued from page* 1)

visualized such progress," he added.

Russell V. Downing, president and managing director of Radio City Music Hall, estimated opening day business at $25,000, which he called "terrific." Downing expressed satisfaction at the many favorable comments of patrons on the process, which featured the horizontal projection of the VistaVision negative, representing another first.

Adolph Zukor

The process, as seen on the Music Hall screen with a picture measuring 59½ feet by 32 feet, was impressive, marked by a richness in color, unusual clarity and abounding in detail.

A separate story on audience reaction to the process will be found on this page.

The press conference, attended by Don Hartman, executive in charge of production, and Loren L. Ryder, research director, in addition to Balaban and Zukor, was highlighted by the optimism expressed by Paramount toppers.

Balaban, asked to comment on the question of the degree of audience impact of VistaVision at the box-office, had this to say: The more the industry does to "widen the gap" between what is seen on motion picture screens and what can be seen on television, he explained, the "less" we have to "fear" home TV. VistaVision "widens the gap" more, he added, acknowledging that some people might want to stay home to watch their favorite TV show, but these same people, he maintained, will not be able to compare what they see at home with what they now can see in their film theatre.

Hartman, speaking on the same topic, said that Paramount has welcomed all innovations, including Cinerama, CinemaScope and the new Todd-AO process. He indicated that he was relatively unconcerned about how powerful the initial impact of the VistaVision process is, stressing his belief that in the long pull it will gain in strength, winning new adherents. "What is best" as far as the public is concerned, he added, "should survive."

Balaban praised the Century Projector Co. for making the first models of the horizontal projectors on such short notice. The Paramount president stressed that the whole concept of VistaVision was to make the process available for all theatres throughout the world. He did not put much stress on horizontal projection, explaining that such a method was meant for the larger theatres with screens more than 50 feet wide or with special lighting problems. He estimated the number of such theatres in the hundreds rather than in the thousands.

Ryder put the cost of horizontal projectors at about $2,000 each, with indications that the cost may be brought down to $1,500.

The Paramount research director claimed that the system is especially valuable to drive-ins, which, he stated, will be able to double their present projection lighting.

Balaban, explaining what he meant by his "just the beginning" term, stated that he had seen shots of from nine to 11 other VistaVision pictures and still further improvements are evident, he added. Regarding new technical progress, Balaban said there now is available a new 93-degree taking lens as compared to the current taking lens of 60 degrees, opening up new possibilities.

Ryder, speaking on sound and horizontal projection, said that the sound track area already is available on "White Christmas" prints. VistaVision prints, he added, will be available in three types, including anamorphic, but he and Balaban envisioned little demand for anamorphic prints. The anamorphic VistaVision print, he explained, is compatible only with a prismatic lens such as SuperScope.

Sees Studios Cautious

Balaban, in response to a question, said that J. Arthur Rank in England has plans for VistaVision productions as have a number of Italian producers. He said that Hollywood studios are watching how VistaVision will be received by the American public before embarking on any VistaVision plans.

Balaban saw the possibility that perhaps some exhibitors would enjoy an extended run from six months to a year for a roadshow engagement of a VistaVision production such as Cecil B. DeMille's "Ten Commandments." He compared such an engagement to the runs now being enjoyed by "This Is Cinerama" and envisioned for the Todd-AO process.

JOHN Q PUBLIC LIKES VV, POLL OF FIRST-DAY PATRONS REVEALS

A hearty endorsement of the VistaVision process was furnished here yesterday by John Q. Public.

Patrons at the first-day showing of "White Christmas" at the Radio City Music Hall were virtually unanimous in praising the image they saw on the screen, with exclamations varying from "wonderful" to "beautiful."

Random sampling by this reporter of the sentiments of people going out of the theatre elicited the following responses:

"When can I see such beautiful pictures in New Jersey?" a middle-aged woman asked, explaining that she was visiting New York. She was with a group of friends and they all joined her in tribute to the color and detail.

A grey-haired man, using gestures, attempted to explain the third-dimensional quality he felt while watching the picture. "Everything is in the foreground," he kept on saying, explaining there was roundness, too.

Most patrons polled were hazy as to the name of the system, *many* fumbling with the word, when asked if they knew what the new process was called. "I know it's different," one young visitor from Canada firmly asserted, however.

Many asked this reporter to explain what the system was, asking such questions as "how are they able to get everything so big and clear." The brilliance of the color and the detail was commented on frequently.

"It was lush," a teen-ager replied amiably to the question on how she liked the process. Her boy-friend thought the system fine. A young girl had the only negative reaction among the dozens of people polled, saying that she didn't see too much difference, an opinion that was challenged forthrightly by her girlfriend who exclaimed, "But remember the color, Elaine."

One rather elderly woman had a unique complaint. Explaining that she sat in the balcony near the booth, she said she had trouble with the brilliance on the screen, borrowing her husband's sun glasses to cut down the light.

All in all, the reaction of the first-day audience, based on the people polled, was very favorable.

M. H.

Baumgarten

(*Continued from page* 1)

which would enable him to concentrate on high budget pictures exclusively.

Three pictures on which Lippert will direct sales by making a tour of all exchange centers in the country are "They Were So Young," with Scott Brady, Raymond Burr, and Johanna Matz; "Race For Life," and "Black Pirates."

SPG Movie Page Ball at Pierre

The Screen Publicists Guild (New York) membership will mark the 14th anniversary of the founding of the union by holding an annual "Movie Page Ball" tonight at the Hotel Pierre here.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 75 NEW YORK, U.S.A., MONDAY, OCTOBER 18, 1954 TEN CENTS

City Counsel View

Says Exterior Ad Censorship Is Not Legal

Police Held Authorized To Halt Illegal Publicity

The New York City Corporation Counsel's office has advised City License Commissioner Edward T. McCaffrey that at the present time there is no legal authority for any action on censorship of a theatre's use of exterior advertising, it was learned at the weekend.

However, a staff representative of the Corporation Counsel's office revealed that under Section 1141A of the Penal Code, police authority may be exercised upon a theatre found to be using improper advertising.

Preliminary discussions regarding a set of rules and regulations for the exterior advertising of films in lobby displays and on theatre marquees were held on Oct. 8 when McCaffrey met with exhibitors, religious, business and civic leaders to discuss alleged indecent and immoral complaints against 14 theatres in the Times Square area.

After a two-hour session, 12 theatres located in the Times Square area,

(*Continued on page* 4)

Broidy Says AA To Acquire New Creative Talent

CHICAGO, Oct. 17.—Steve Broidy, Allied Artists president, disclosed the company soon will announce that it has acquired additional high calibre creative talent to add to that already obtained.

Steve Broidy

His disclosure highlighted the second day's general session of the company's three-day annual sales meeting at the Blackstone Hotel.

Broidy, declaring Allied Artists will reach new horizons in 1955, also said the company financially and product-wise has never been in a sounder position, and he spoke with optimism of its activities in the foreign field from which returns for the last fiscal year show a "healthy and profitable" increase.

Sharing the speakers' table with Broidy for the first time was William F. Rodgers, who recently joined Allied Artists in an advisory and consultant capacity. Both were introduced by Morey R. Goldstein, vice-president and general sales manager,

(*Continued on page* 4)

Seeks Meeting

ALLIED NOW OPEN TO PEACE OFFERS

Hopes for Concessions Which Would Avert Proposed Move for Federal Regulation

By SHERWIN KANE

Allied States would welcome any overture from distribution companies for the purpose of discussing possible changes in sales policies which, if adopted, would relieve Allied of the responsibility of waging a campaign for Federal regulation of distribution next winter and spring.

This was abundantly clear at Allied's "silver anniversary" convention in Milwaukee last week where organization leaders repeatedly reminded the convention, in urging its endorsement of the plan for government regulation, that those leaders needed "ammunition" with which to wage their fight against what Allied regards as unreasonable film rentals and shortage of product.

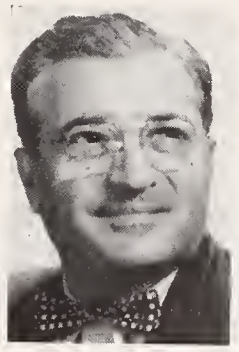
Additionally, Allied leaders revealed that they have suggested to likely intermediaries, perhaps unofficially, that they sound out company presidents in New York on their attitude toward a get-together to explore concessions or reforms for which Allied would exchange its commitment to try for Federal regulation of distribution.

Suggestions also have been made by some Allied officials, again most likely on an informal basis, that Eric Johnston, president of the Motion Picture Association of America, be asked to call a trade confer-

(*Continued on page* 5)

Bader Joins Atlantic As Sales Manager

David A. Bader has been named to succeed Jacques Kopfstein as general sales manager of Atlantic Television Corp., it was announced by Robert M. Savini, president.



David A. Bader

Bader, who left a similar post with Commonwealth Film and Television, Inc., is a veteran of motion pictures and television. He formerly was associated with Universal, 20th Century-Fox and Paramount, both here and abroad. He is a former president of AMPA and was national publicity director of the Motion Picture Pioneers for several years.

Cites Growth

Pathe Sees 1955 Record Year for Color Pictures

By LESTER DINOFF

Hollywood producers will use more color in pictures during 1955 than ever before, according to James L. Wolcott, executive vice-president of Pathe Laboratories, Inc., a subsidiary of Chesapeake Industries, who also disclosed that during the first nine months of 1954, 60 per cent of all film footage manufactured was utilized in color productions.

Wolcott, speaking to the industry trade press in a "newspaperman's clinic" which was designed to reveal black and white and color film laboratory operations, stated that "in 1946, eight per cent of all film footage manufactured was used by 13 top picture distributors in color and in 1953, the amount of color work distributed by the same number of companies increased to 35 per cent."

Seldom has the number of black and white pictures produced and distributed ever fallen below the 300 mark,

(*Continued on page* 4)

Johnston to Far East in 2 Weeks

Negotiations looking toward the settlement of thorny film questions in Japan and the Philippines will be conducted by Eric A. Johnston, Motion Picture Producers Association president, who will leave for the Far East in two or three weeks.

In Japan, American film companies currently are operating under a unilateral Japanese government decree, limiting the importation of films to 121 in the dollar area and a revok-

(*Continued on page* 4)

PROPOSE NEW PRODUCTION CODE FEES ON EXISTING CATEGORIES

HOLLYWOOD, Oct. 17.—Proposals to increase Production Code service fees on the existing seven categories upon which fees are now based, are being considered here by studio heads, it was learned at the weekend.

The retention of the seven categories was considered more favorably here than the introduction of new categories in the upper limits, as reportedly initially suggested by Eric Johnston, president of the Motion Picture Association of America, on his recent trip to Hollywood.

The sentiment of the studio heads was mulled at the recent meeting in New York of the MPAA board of directors. The board, following discussion on the topic, was said to have thrown the problem back to the studio heads to work out a formula in-

(*Continued on page* 4)

RKO to Distribute Ed Grainger Films

HOLLYWOOD, Oct. 17.—RKO and Edmund Grainger Productions, Inc., have completed negotiations for distribution by RKO of the first of a series of "A" films to be produced by the independent producer's newly formed company, J. R. Grainger, president of RKO Radio Pictures, announced.

Al O'Keefe, president of Parlia-

(*Continued on page* 4)

Personal Mention

DON HARTMAN, Paramount Pictures executive in charge of production, left New York at the weekend for Hollywood.

•

BERNARD JACON, I. F. E. Releasing Corp. vice-president in charge of sales, has arrived in Chicago from Cincinnati.

•

HARVEY RUDSILL, manager of the Kay Film Exchange branch in Atlanta, is hospitalized there with a heart attack.

•

J. F. MCCARTHY, Connecticut district manager for Stanley Warner Theatres, is recuperating from illness at his mother's home in Bridgeport.

•

WILLIAM PIZOR, vice-president of Lippert Pictures, arrived here Saturday from London via B.O.A.C. Royal Scot.

•

AL CROWN, president of Moulin Productions, arrived here Saturday from London via B.O.A.C. Monarch.

•

CHARLES SIMPSON, theatre operator of Chattanooga, Tenn., has returned there from New York.

•

GINA LOLLOBRIGIDA will leave New York by plane today for Italy.

Norman Weitman 'U' Albany Mgr.

Norman Weitman, sales manager for Universal Pictures in Washington, has been promoted to the post of branch manager in Albany effective today, replacing Leo Greenfield, who has resigned, it was announced at the weekend by Charles J. Feldman, vice-president and general sales manager.

At the same time, Feldman announced that Isidore Ehrlichman, a salesman in Washington, has been promoted to the post of sales manager, replacing Weitman.

Weitman joined Universal in April, 1947, as a member of the advertising and publicity department in New York and entered the sales organization in April, 1948, as a student booker in Philadelphia. In January, 1949, he became a salesman in Philadelphia and in July, 1953, became sales manager in Washington.

Ehrlichman joined Universal in March, 1946, as a student booker and became a salesman in Washington in 1948.

Conn. Allied to Hear Dollinger Tomorrow

HARTFORD, Oct. 18. — Irving Dollinger of Allied Theatre Owners of New Jersey will address the Allied of Connecticut unit on Tuesday, at the Hofbrau Restaurant, New Haven.

Dr. Jack Fishman of Fishman Theatres heads the regional organization.

Maurice W. Shulman of Shulman Theatres and Barney Tarantul, Burnside Theatre Corp., will head the Hartford delegation.

Extensive Ladies' TOA Program

A program of entertainment has been arranged for the ladies attending the 1954 TOA convention and TESMA - TEDA - TOA - IPA trade show, Oct. 31 through Nov. 4, at the Conrad Hilton Hotel, Chicago.

Especially arranged for their visit to Chicago are:

Tuesday—3:30 p.m., "Tea and Fur Show," Pump Room, Hotel Ambassador East, "Festival In Furs"—Rosin-Starr Furs, followed by a visit to Mrs. Dane Clark's art exhibit, Hotel Ambassador East; Wednesday—Matinee performance of "Wonderful Town," starring Carol Channing, Shubert Theatre; Thursday—Breakfast, College Inn Porterhouse, Hotel Sherman, followed by Welcome Traveler Show, Garrick Theatre.

Screenings on Monday

In addition the ladies will join the men at the following:

Monday morning—Special screening of current and future product of the major film companies. That evening they will attend the TESMA-TEDA open house, Williford Ballroom, Conrad Hilton Hotel; Tuesday night—Party sponsored by Coca-Cola, Grand Ballroom, Blackstone Hotel; Wednesday night—Supper and square dance sponsored by Pepsi-Cola, Tam-O-Shanter Country Club, and Thursday night—Cocktail party sponsored by National Carbon, followed by the annual president's banquet.

Under the chairmanship of Mrs. David B. Wallerstein, a group of wives of prominent Chicago exhibitors and of members of the United Theatre Owners of Illinois have volunteered their services to make certain that the ladies of the convention have a memorable time, TOA announced.

Glamor Scheduled For TOA Conclave

Hollywood glamour will be added to the 1954 TOA convention and TESMA - TEDA - TOA - IPA Trade Show, Oct. 31 through Nov. 4, at the Conrad Hilton Hotel, Chicago.

Three personalities have been scheduled to attend convention activities, including the ladies' events and the annual president's banquet. They are M-G-M's Elaine Stewart and Columbia Pictures' Kim Novak and Robert Francis.

Extend '36' Date

Filmakers' "Private Hell 36," the independent producing organization's first picture to play the RKO Theatres circuit as the top feature, has had its playing time extended from five to six days, Harry L. Mandell, vice-president and general sales manager for Filmakers Releasing Organization, announced.

Schwartz East

HOLLYWOOD, Oct. 17. — Fred Schwartz, president of Distributors Corporation of America, left here by plane yesterday following a two-week stay, leaving Milo Frank, co-producer of "The Viking," to negotiate for a director to handle that production.

11,440 'Scope Houses Equipped in 10 Mos.

Available statistics at 20th Century-Fox reveal that during the first 10 months of 1953, 11,440 theatres throughout the world installed CinemaScope and stereophonic sound equipment, it has been learned here.

Theatres in the United States and Canada equipped for the wide-screen medium totalled 8,264 as of Oct. 2, while houses located overseas, equipped for CinemaScope and optical or magnetic stereophonic sound, equipping at the rate of 200 weekly, totalled 3,176 for the same period.

20th Holding Sales Meet in Miami

A general discussion of company sales policy and the formulation of distribution plans for CinemaScope and standard releases during the balance of the year will head the agenda of a two-day 20th Century-Fox Southern sales division meeting convening in Miami today.

W. C. Gehring, executive assistant general sales manager, and Arthur Silverstone, assistant general sales manager, left New York for Miami over the weekend for the meeting with division head Harry Balance, assistant division manager Paul C. Wilson and managers of the company's seven Southern offices.

Branch managers attending are D. M. Coursey, Atlanta; John E. Holston, Charlotte; Mark Sheridan, Jr., Dallas; T. P. Tidwell, Jacksonville; T. W. Young, Memphis; W. A. Briant, New Orleans; and M. W. Osborne, Oklahoma City.

New WB Deal With Jaguar Productions

BURBANK, Oct. 17.—A new long-term agreement with Alan Ladd's Jaguar Productions for the production and distribution of a number of Jaguar pictures has been completed by Warner Brothers.

The productions will star Ladd and other top name personalities. "Drum Beat," the first picture made by Jaguar Productions for Warner Brothers, has been completed with Ladd, Audrey Dalton and Marisa Pavan in the starring roles. The drama was filmed in CinemaScope and WarnerColor under the direction of Delmer Daves.

Five in November By United Artists

"Twist of Fate," starring Ginger Rogers, leads the roster of five United Artists releases set for November, it was announced by William J. Heineman, vice-president in charge of distribution.

The other features slated for national release next month are "Shield for Murder," "The White Orchid," "You Know What Sailors Are" and "Snow Creature."

Kodak Men to Talk At SMPTE Meet In Los Angeles

LOS ANGELES, Oct. 17. — Technical aspects of new equipment used in motion pictures, television and color photography will be discussed in eight reports to be made by Eastman Kodak Co. representatives before the Society of Motion Picture and Television Engineers here. The society's semiannual convention opens tomorrow and will continue through Friday.

Three of the papers report on film processing control instruments. In his paper on "Sensitometers for Color Films," Oran E. Miller of Kodak Park's color technology division, will explain how these instruments are designed to provide test exposures closely simulating conditions under which the films are used.

To Outline Control Methods

Performance of color densitometers for use in motion picture film processing laboratories will be discussed in a paper by W. Lyle Brewer and Stanley A. Powers of the color technology division. Special control methods for such instruments are outlined in the report by Powers and Murray C. Goddard, also of the color technology division.

Albert J. Sant, with Goddard and Miller, will describe a new design for a light meter. The manufacturing experiments division of Kodak Park is presenting a report, "Shrinkage Behaviour of Motion Picture Film." Authors of the study are Charles R. Fordyce, John M. Calhoun, and Eldon E. Moyer.

With color television as a featured subject on the opening day's agenda the convention appeared, on the basis of the swiftly mounting number of delegates arriving over the weekend, to be heading for a new attendance record.

Attendance May Set Mark

Luncheon at the Cocoanut Grove, with the presentation of four awards, will precede the afternoon session devoted to color-TV. A demonstration of the polychrome medium is scheduled for the same evening at the CBS Television City.

More Firms Join Boasberg Salute

More than 50 representative companies of the motion picture industry and allied arts will be represented at the testimonial luncheon which is to be given to Charles Boasberg by the exhibitors of the United States and Canada on Thursday, at the Hotel Astor. Bob O'Donnell, general manager of Interstate Circuit, Texas and Variety International Ringmaster will be toastmaster. Chairmen for the luncheon are Walter Reade, Jr., Samuel Rinzler and Joseph Seider, who is also serving as treasurer.

Additional companies which reserved tables for the luncheon over the weekend include Paramount, Columbia, Universal, Stanley Warner, Radio City Music Hall, National Screen Service, Independent Theatre Owners Association, Trans-Lux Theatres and Brandt Theatres, Loew's Theatres and 20th Century-Fox.

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"WHITE CHRISTMAS"

OPENING DAY AT

RADIO CITY

MUSIC HALL

TOPS

"THE GREATEST SHOW

ON EARTH" BY 30%!

Paramount Pictures

Exterior Ads

(*Continued from page* 1)

along 42nd Street between Seventh and Eighth Avenues, were exonerated of any or all complaints.

Up to now, the Commissioner said, there has been considerable sentiment against the 42nd Street theatres in regard to advertising of films, especially those houses which play "risque" films.

An observor at the meeting held previously, stated that among the rules and regulations which may be effected and which were suggested by McCaffrey, or others in attendance, were: No full-sized pictures of scantily clad girls, displaying of bra's and G-strings, sexy terminology in advertising copy, and some sort of limitations on the operating hours of 42nd Street theatres which book "risque" pictures.

No Theatres Named

McCaffrey was adamant in refusing to name the theatres which were the cause of the meeting, but it was learned that the two houses which were not cleared of charges have been specializing in the "burlesque-type" films. The theatres reportedly are the Squire and Times, both located close to churches.

A further study of an "exterior advertising code or a system of self-regulation by all theatres is expected to take place some time this week, McCaffrey revealed.

Grainger Films

(*Continued from page* 1)

ment Pictures, the concern which is interested with Edmund Grainger in financing his company's forthcoming product, flew to Hollywood from his headquarters in New York, to sit in on finalizing of distribution deal with RKO.

Production Starts Jan. 15

Production of the first of Edmund Grainger Productions for RKO distribution will begin Jan. 15 with the independent company filming on RKO Studio lot. The name of the first film will be announced next week, Edmund Grainger stated and he disclosed that it will be filmed in Technicolor, for wide screen and will be budgeted at $1,500,000.

The second of Edmund Grainger's films to be produced for RKO distribution will be "Oh, Promised Land," the James Street novel. Production of this film will begin in mid-May.

Bogeaus and Holt Films Rolling at RKO Studios

HOLLYWOOD, Oct. 17. — "Bow Tamely to Me" went before the cameras at the RKO studio on Friday, with Allan Dwan directing. Barbara Stanwyck and David Farrar have the leads. Benedict Bogeaus is producing.

"Seven Bad Men," which Nat Holt is making for RKO Radio release, will go into production tomorrow with Randolph Scott as star.

Johnston

(*Continued from page* 1)

able ceiling of $5,500,000 for worldwide film remittances yearly.

In the Philippines, over $2,000,000 in blocked currencies is owed American film companies.

Johnston, upon his arrival in Tokyo, will be joined by Irving Maas, MPEA Far Eastern director.

Flick Favors Code For Outdoor Ads

An exterior advertising code or some sort of standard system for regulating theatre advertising would be a help to both the theatre and its patrons, Dr. Hugh M. Flick, director of the Motion Picture Division of the New York State Department of Education, has emphasized.

If some sort of rules and regulations could be put into action, there wouldn't be any misleading advertising of films, any questionable lobby displays for exploitation, and no transgressing of the next fellow, Flick said.

Code Fees

(*Continued from page* 1)

creasing the service charges in light of the present shrinkage of Hollywood product.

At present, Code service fees are broken into seven categories, varying from a $1,150 fee for a film, the negative costs of which exceeds $500,000, to a $100 fee where the negative cost is less than $50,000. All shorts are charged $50 for the Production Code seal.

Offer AA Employees Investment Program

HOLLYWOOD, Oct. 17.—Allied Artists is making available to its employees an opportunity for payroll deductions against the purchase of various stocks in its investment program, it was announced by Steve Broidy, president, following conferences with Sam Grodin of the brokerage firm of Merrill Lynch, Pierce, Fenner and Beane.

Under the investment program plan, employees may invest sums ranging from $40 to $999 in any one stock monthly or quarterly over a period from one to five years. The employees may select the stock or stocks from a list of approximately 1,200 on the New York Stock Exchange.

WB Signs Liberace

BURBANK, Oct. 17.—Liberace has been signed to star in "Sincerely Yours," an original story now being written by Irving Wallace, for Warners.

Youngstein Returns From Europe Tour

Max E. Youngstein, vice-president of United Artists, returned from Europe over the weekend after setting the campaigns heralding international premieres of "The Barefoot Contessa."

Youngstein met with UA's top promotion and sales executives in Paris, London and Rome, including Charles Smadja, Continental manager; Montague (Monty) Morton, managing director in Great Britain; European promotion head Richard Condon; Georges Rouvier, managing director in France, and Kurt Unger, UA representative in Italy.

The first overseas premiere of "The Barefoot Contessa" will be held at the Odeon Leicester Square in London on Nov. 4.

3-City Premieres For 'Long John'

Prior to his recent return to Hollywood, producer Joseph Kaufman announced that Distributors Corp. of America and Twentieth Century-Fox have completed arrangements for simultaneous premieres of his new CinemaScope production, "Long John Silver," in New York, London and Sydney, Australia. The premieres will take place during the Christmas season.

"Long John Silver," co-starring Robert Newton and Connie Gilchrist, was filmed entirely on location in Australia. Based on an original script by Martin Rackin, it was directed by Byron Haskin.

The picture is being released in the Western Hemisphere by DCA, while Twentieth Century-Fox is handling distribution in the Eastern Hemisphere.

Sponsors Magazine

Stanley Adams, the president of ASCAP, announced at the weekend, the society's sponsorship of the October issue of the "Braille Musician," publication designed for blind musicians. "ASCAP," Adams said, "is now the sponsor of an annual affair since this magazine provides an irreplaceable service of which we are proud to be part." The "Braille Musician" is published by the Louis Braille Institute of New York City.

'Affair' to Palace

United Artists' "Personal Affair," will have its New York premiere at the Palace Theatre here on Friday.

Broidy

(*Continued from page* 1)

who was the chairman at the session.

"Negotiations on two large-scale deals are now underway," Broidy said. "Their completion will put Allied Artists in a position even stronger than that attained in the past year."

Referring to John Huston, William Wyler, Billy Wilder, Samuel Bischoff, Humphrey Bogart and Gary Cooper, now identified with Allied Artists, and those with whom negotiations are underway, Broidy added:

"These men are giving us creative talent second to none in the film industry. They are moved by our past performances and by our immeasureable potentials to regard our company as the one in which they wish to invest their future."

Expects New Income Sources

In reaching its strong basic position to expand into the area of high budget pictures with highly proven production talent and outstanding box office personalities, the company already has reached one of its goals, Broidy said. New sources of income, Broidy pointed out, are expected to derive from the program of high budget films which will supplement the regular output.

Discussing returns from drive-in theatres, Broidy pointed out that the gross from that source during the past year reached an all-time high, and that with the upgrading of product the drive-in business during the coming year should show even greater returns.

Discussing the company's foreign operations, he said:

"We believe our foreign potential is large, and in recent months have strengthened our operations in the foreign field. We look for increasing foreign revenue in the current fiscal year."

To Close 'Pioneer' Membership Nov. 17

Industry veterans were reminded yesterday by Jack Cohn, president of the Motion Picture Pioneers, whose annual dinner takes place on Nov. 17 at the Hotel Astor here, that they must have their membership applications in before Nov. 1.

Membership in the organization is open to any man engaged for 25 years or more in either production, distribution, exhibition or laboratory. There are no dues or assessments, just a nominal initiation fee.

Pathe Cites Growth of Color Pictures

(*Continued from page* 1)

Wolcott said. "Out in Hollywood laboratories are under constant pressure from television producers and the Armed Forces to turn out more and more 16mm. color," the Pathe executive said, adding that black and white production, in television and feature film production, will be at a minimum in the near future.

Wolcott, along with Albert Duryea, Pathe vice-president in charge of East Coast operations; Lew Mansfield, Pathe color supervisor, and Bob Eisenhauer, of Chesapeake Industries, circulated the following figures on how color increased since 1946. That year, 341 black and white films were made as compared to 30 color productions, using only eight per cent of all film footage manufactured; in 1947, 314 black and white, 41 color, 12 per cent; 1948, 321 black and white, 63 color, 16 per cent; 1949, 309 black and white, 52 color, 14 per cent; 1950, 308 black and white, 75 color, 19 per cent; 1951, 371 black and white, 103 color, 22 per cent; 1952, 289 black and white, 124 color, 30 per cent; 1953, 304 black and white, 165 color, 35 per cent. In the first nine months of 1954, approximately 280 black and white films were made while color production jumped to 60 per cent.

Duryea, who has designed most of the processing equipment now in use at the Pathe laboratories, revealed that over 1,000,000 feet of prints are turned out daily with newsreels upping the output to over 1,400,000 feet twice a week. Commenting on business, Duryea said, "Our gross sales have been up so far this year, with 16mm. work averaging about one-quarter of Pathe business."

One of the biggest difficulties in laboratory work is with color prints and sound, Wolcott said, due to the fact that two separate processes are used, while in black and white development the sound is processed and printed along with the film. "Color at this time runs about twice as much in cost as black and white," he said.

The "newspaperman's clinic" started off early Friday with Mansfield taking the party on a tour of the four-story Pathe Laboratories building.

Goldenson Is Cited By Pennsylvania, His Home State

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., was named honorary "Pennsylvania Ambassador" by the State of Pennsylvania Chamber of Commerce for "outstanding achievement in the best tradition of the Commonwealth."

L. H. Goldenson

Goldenson, a former resident of Scottdale, Pa., was selected for the distinction from a list of 82 nominations for his efforts on behalf of the United Cerebral Palsy Association which he organized and heads as president.

The award, an annual event, a part of "Pennsylvania Week," was made at the banquet of the Scottdale Community Civic and Industrial Association at the Pleasant Valley Country Club, where Goldenson received a scroll signed by Gov. John S. Fine and other state dignitaries.

Goldenson Recalls O'Brien from ABC-TV

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., announced that he has requested Robert H. O'Brien to return to the home office from ABC-TV. Goldenson stated that developments within the company make it desirable to have O'Brien free of other requirements to concentrate on his duties as AB-PT financial vice-president, and to share part of the increased load on executives in the home office.

Ralph Clare Heads AFL Film Council

HOLLYWOOD, Oct. 17. — The AFL Film Council has elected Ralph Clare, business agent of Studio Transportation Drivers, Local 399, to the presidency over the IATSE international representative, George Flaherty, by a vote of 28 to 16. The election marked the first time in the council's history that two candidates ran for the presidency.

IMPDA Officials Meet This Week

Officials of the Independent Motion Picture Distributors Association will hold a closed business meeting this week to discuss the status of the organization's complaint against I.F.E. Releasing Corp. operations in the U.S. which has been filed with the Federal Trade Commission, Arthur Mayer, IMPDA president, said here yesterday.

The FTC had coupled the IMPDA complaint against I.F.E. with its investigation of Motion Picture Export Association's activities, Mayer said. "The IMPDA will seek right after elections to prosecute the complaint along its own lines," he said.

RCA, Altec Named In Trust Actions

BOSTON, Oct. 17.—In two separate anti-trust actions filed here in the Federal District Court, the Image and Sound Scrvice Companies alleged in one complaint that Radio Corp. of America and RCA Service Co. combined and conspired to eliminate Image and Sound from the motion picture sound service business in New England and throughout the United States. In the other complaint, the plaintiff similarly charged Altec Service Corp. and National Simplex Bloodworth, Inc. The damages claimed in each action, before trebling, exceeded $1,750,000.

Both complaints specified that the defendant corporations attempted to monopolize the sound service field through illegal practices, including, among others, false statements about the plaintiffs to the motion picture trade and inducing breaches of contract by customers of the plaintiffs.

Image and Sound president, Lawrence J. Hacking of Boston, stated "our entry into this field benefited the entire industry by better service and lower rates. The institution of these suits was necessary to preserve free competition. The entire motion picture industry will benefit by our actions."

Md. Censors Ask, Get 'Bamboo' Cut

BALTIMORE, Oct. 17. — The Maryland State Board of Motion Picture Censors has granted Columbia Pictures Corp. "the privilege of deleting" a term offensive to the Negro race from one of its films, according to chairman Sidney R. Traub.

In the picture "Bamboo Curtain" the word "nigger" is used, he said. Traub made it clear he would have pulled out the scissors himself if Columbia Pictures had not done so. Columbia has agreed to delete the word. not only in films to be shown in Maryland, but in every print in the film in the country, said Traub.

UK Exhibitors Order Superscope

LONDON, Oct. 17.—The RKO Pictures offices here were said to be "flooded" with orders for Superscope lenses as a reflection of the enthusiasm expressed by more than 600 exhibitors from Britain and Ireland who attended the first foreign demonstration of the Tushinsky anamorphic process at the Odeon Theatre here by Joseph Tushinsky and Walter Branson, RKO world-wide general sales manager.

British showmen were reported unanimous in proclaiming Superscope as the answer to the widescreen problem for cinemas, large or small, and were especially impressed with the first hand information provided by Tushinsky.

Branson and Tushinsky now head for Paris and Rome for showings of the test reels with interchangeable soundtracks in the language of these respective countries.

Judy Garland Aids Chicago Charities

CHICAGO, Oct. 17.—Actress Judy Garland officially kicked off the 1954 Greater Chicago Red Feather Drive following her arrival here with husband Sid Luft to attend the opening of her Warner Brothers film, "A Star Is Born," which opens at the Chicago theatre here today.

Miss Garland, met at the LaSalle Street Station by her fan clubs, played host to the local press, radio and television representatives at an interview in her Ambassador Hotel suite.

Glass Succeeds Ross In FWC District Post

HOLLYWOOD, Oct. 17. — Fred Glass, of San Francisco, who has been district manager for Fox West Coast in the Northern California valley, will succeed Dave Ross, retired, as Los Angeles city district manager for the circuit. Louis G. Tavolara, of Stockton, will succeed Glass.

JDA Will Honor Industry Press

MOTION PICTURE DAILY and "Motion Picture Herald," and other industry publications will be honored for "their contributions to the American ideals of freedom, equal opportunity and fair play," at the annual Joint Defense Appeal luncheon tendered by the Motion Picture Division and Cinema Lodge of B'nai B'rith on Oct. 27 at the Hotel Astor here, it was announced by William J. German, JDA division general chairman.

The luncheon will highlight the industry's campaign to help JDA raise New York's share of the $5,000,000 needed to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Martin Quigley will receive the award on behalf of MOTION PICTURE DAILY and "Motion Picture Herald"; the others receiving awards for their publications are: Ben Shlyen, for "Boxoffice"; Jay Emanuel, for "The Exhibitor"; Mo Wax, for "Film Bulletin"; Jack Alicoate, for "Film Daily"; Morton Sunshine, for "Independent Film Journal"; Roger Littleford, for "The Billboard"; Marvin Kirsch, for "Radio Daily," and Mrs. Margie (Chick) Lewis, for "Showman's Trade Review."

'Exemplary Leadership'

In making the announcement, German declared: "It is most fitting that we should honor our trade press for their exemplary leadership in the struggle to protect our democratic rights at the same time that we express our support to the JDA agencies in their fight against bigotry and discrimination. The work of both the press and the agencies strengthen our democratic heritage, and make more secure the basic rights of all free men."

10 From Pete Smith

Pete Smith will be represented with 10 "Specialties" on M-G-M's short subject program for 1954-55. Two of the subjects will be in Technicolor, and all will be narrated by the producer-commentator.

Peace Offers Welcome

(*Continued from page* 1)

ence on the subject, or, in lieu of that, a conference be held under the auspices of the Council of Motion Picture Organizations.

It has been pointed out in connection with the latter suggestions that Allied may be heading in the wrong direction, since neither MPAA nor COMPO are authorized to engage in trade practice activities of this kind. As a result, the avenue most likely to be explored is that to determine the attitude of the company presidents toward participation in such meeting.

"The company presidents negotiate with the American Federation of Mu-ion heads," an Allied director remarksicians and sometimes with other un-ed in Milwaukee last week. "Why shouldn't they be willing to negotiate with their customers? The union leaders carry ammunition to the negotiations, and we can carry it, too."

The reference was to the threat of action to obtain government regulation, approved by the Allied meeting.

This course, meeting with company presidents, also was suggested to the Allied convention last week by W. C. Gehring, 20th Century-Fox general sales manager. Gehring urged the convention to avoid a move in the direction of government control and recommended further efforts to find a solution in conferences with company presidents.

Don't give up because you feel you have not succeeded in your talks with sales managers, Gehring, in effect, told the convention. This industry's leaders are intelligent men, he reminded the Allied convention. Try again and again to reach an understanding.

One Allied official said he had asked W. F. Rodgers, former M-G-M sales manager, now distribution consultant to Allied Artists, to endeavor to obtain reactions of company presidents to the idea of a peace conference with Allied.

Rodgers and Gehring were the only ones to speak in opposition to the government control idea at the Allied convention last week.

Col. Gives Answer To Allied in Ad

Allied States Association members, angered by the absence, due to business commitments, of Columbia sales manager Abe Montague at their convention in Milwaukee to explain the company's disputed sales policy, were advised by Columbia that they might find their answer in the reasonable approach taken by the two-page ad the distribution company placed in Allied's own convention journal.

In the copy Columbia states: "With a deep sense of responsibility to our customers, our stockholders and our industry — and with gratitude to those members of Allied whose friendship and constancy has been unflagging, we face the challenge of 1955 with the continuing desire to deal in equity and fairness with every exhibitor large and small."

THE GREAT
BROADWAY MUSICAL
THAT RAN
16 SMASH MONTHS
ON BROADWAY...

2 SOLID YEARS
THROUGHOUT
THE NATION...

NOW ON THE
SCREEN AND
COMING YOUR WAY...

OTTO PREMINGER presents

OSCAR HAMMERSTEIN'S

CARMEN JONES

CINEMASCOPE

Color by DE LUXE · Released by Twentieth Century-Fox

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 76 NEW YORK, U. S. A., TUESDAY, OCTOBER 19, 1954 TEN CENTS

Coyne Says

COMPO Sets Executive Meet in Nov.

Group to Confer Either In New York or Chicago

An executive committee meeting of the Council of Motion Picture Organizations will be held in mid-November either in New York or in Chicago, it was disclosed here yesterday by Robert W. Coyne, COMPO special counsel.

COMPO member organizations, it was learned, are being polled to fix the exact date and the city, in addition to being questioned on suggested items for the executive committee agenda.

In addition to the proposed agenda items, all pending COMPO affairs will be discussed at the meeting, Coyne added. Pending COMPO affairs virtually certain to be aired at the forthcoming meeting include: the fate of COMPO's group insurance plan, the projected national audience star poll, and the advisability of a new drive against the remaining Federal admissions tax.

Allied's disapproving attitude against

(*Continued on page* 4)

Disney to 'U' In Canada

Three Walt Disney Productions, "20,000 Leagues Under the Sea," "The Vanishing Prairie," and "The Littlest Outlaw" will be distributed in Canada by Empire-Universal Films, it was announced here yesterday by Roy O. Disney, president of Walt Disney Productions.

The distribution deal was negotiated by Leo F. Samuels, president of Buena Vista, and Empire-Universal executives Paul L. Nathanson and Alfred "Alf" Perry.

The deal is said to be unprecedented for Disney in the Western hemisphere. In the United States the pictures will be distributed by Buena Vista and in the United Kingdom by the Buena

(*Continued on page* 4)

Frayne, of Westrex, Heads the SMPTE

HOLLYWOOD, Oct. 18.—John G. Frayne, director research for Westrex Corporation, was elected president Society of Motion Picture and Television Engineers, succeeding Herbert Barnett, at the opening session of the organization's 76th semi-annual convention, of the Ambassador Hotel, this afternoon.

Other officers for the coming year are: Barton Kreuzer RCA, executive

(*Continued on page* 4)

EXHIBITORS UNITE ON TOLL TV ISSUE

Invite "Groups Interested in Preserving Free Home Television" to Participate

INDIANAPOLIS, Oct. 18.—The formation of a joint exhibitors committee on subscription television was announced here today in a joint statement by Trueman T. Rembusch and Alfred Starr, the newly-elected co-chairmen of the group, which is said to represent 95 percent of organized exhibition in the U.S.

The announcement stated that the organization will not be limited to members of the motion picture industry. "All groups interested in preserving free home television for the American people would be invited to become members of the committee," the statement declared.

The Starr-Rembusch announcement came in the wake of a second meeting of exhibitor leaders in Chicago on Friday at the Blackstone Hotel, attended by Allied, Theatre Owners of America representatives and other exhibitor organization delegates.

In addition to Rembusch of Allied and Starr of TOA, the Friday meeting elected the following officers: Phillip Harling, of the Metropolitan Motion Picture Theatres Association of New York, and James Arthur, of Southern California Theatre Owners Association, to serve as treasurer and secretary, respectively.

Abram F. Myers, Allied general

(*Continued on page* 5)

Carolina Drive-ins Smashed by 'Hazel'; Damage Tops Million

CHARLOTTE, Oct. 18. — Hurricane Hazel ripped scores of drive-ins to shreds and left piles of debris at theatres that it did not destroy in its march through the Carolinas on Friday. Theatre owners poured into Charlotte over the weekend bringing stories of theatres blown to pieces in the storm. Unofficial reports placed the number of wrecked drive-ins at between 50 and 75. Damages are expected to exceed $1,000,000. It was feared that many owners may have to stand the loss themselves as most insurance policies do not cover damage caused by water.

It was understood here that the Sea Breeze Drive-in at Windy Hill Beach, S. C., was one of the hardest

(*Continued on page* 4)

Studios 'Gambling' More Than Ever, Schary Says

BY MURRAY HOROWITZ

"Studios are gambling more money today than they have ever done in the past," Dore Schary, vice-president in charge of the Metro-Goldwyn-Mayer studio, declared here yesterday in commenting on exhibitor complaints regarding the lack of product.

Dore Schary

Here for conferences with Loew's officials, Schary cited many examples in which studios "put a lot of money on the line" to gain a story property and to introduce a medium, indicating their "willingness to tackle anything" which shows promise.

The M-G-M studio chief cited "On the Waterfront," "A Star Is Born," and "The Long Gray Line" as exam-

(*Continued on page* 4)

HIGH COURT REJECTS INDIANA'S BID ON CHICAGO EXCHANGE TAX

WASHINGTON, Oct. 18.—The Supreme Court in effect today sustained an Indiana Supreme Court decision that the state cannot tax film exchanges in other states on rentals received from exhibitors within the state of Indiana.

The state of Indiana attempted to levy its gross income tax on film rental income received by the Chicago exchange of Warner Brothers Pictures from exhibitors in Northern Indiana. The State Supreme Court ruled in favor of Warners, and the state appealed to the high court. The justices today said they would not hear the appeal, letting the State Supreme Court decision stand. No reason was given for the action of the high court.

Warners operates a film exchange in Indianapolis, serving all but the Northern part of the state, and pays the Indiana tax on the income of that exchange. Exhibitors in Northern Indiana, however, are serviced from the Chicago exchange, and Warners chal-

(*Continued on page* 4)

Republic Free to Release Rogers, Autry Films to TV

By J. A. OTTEN

WASHINGTON, Oct. 18.—The Supreme Court today in effect gave Republic Pictures the right to license old Gene Autry and Roy Rogers films to television in such manner as the company may see fit.

The court said it would not hear appeals by the two cowboy stars from a Ninth Circuit Court of Appeals ruling which gave Republic this right. The stars had sought to bar the film company from licensing their old films to television against their wishes. The justices today did not indicate their reasons for refusing to hear the case, merely noting the decision not to hear it on a long list of orders handed down at noon.

The court's action could have important ramifications in encouraging other film companies to make similar efforts to sell old films to television.

Actually, two separate cases are involved, with the issues differing slightly in the two suits. The District Court had found for Rogers but

(*Continued on page* 5)

Personal Mention

MILTON R. RACKMIL, president of Universal Pictures, will return to New York today from Hollywood.

•

WILLIAM C. GEHRING, 20th Century-Fox executive assistant general sales manager, and ARTHUR SILVERSTONE, assistant general sales manager, will return to New York tonight from Miami.

•

AL DURYEA, vice-president in charge of Pathe Laboratories East Coast operations, and KURT KANIS, Pathe East Coast sales manager, will leave here today for Los Angeles.

•

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, will return to New York today from Australia and the Far East.

•

WILLIAM SCULLY, former vice-president of Universal Pictures, left here over the weekend with MRS. SCULLY for their home in Florida.

•

DAVID HANNA, publicity representative for Figaro, Inc., will leave New York by plane today for Hollywood.

•

ALFRED E. DAFF, Universal Pictures executive vice-president, returned to New York yesterday from Hollywood.

•

GREGORY RATOFF and MRS. RATOFF will arrive in New York today from England aboard the "Queen Mary."

•

CEDRIC GIBBONS, M-G-M studio art director who now is in New York, will return to Hollywood Oct. 31.

•

DORE SCHARY, M-G-M vice-president in charge of production, arrived here yesterday from the Coast.

•

L. D. NETTER, JR., Altec Service Corp. sales manager, has returned to New York from Buffalo.

•

RAYMOND MASSEY and MRS. MASSEY will sail from New York Oct. 26 for England.

•

FREDERICK BRISSON, producer, arrived in New York yesterday from Hollywood.

•

SARAH CHURCHILL left here yesterday for London via B.O.A.C. Monarch.

Rites Tonight for Altec's Pinckney

G .M. Pinckney, a member of Altec Service Corp. for many years, died Saturday.

Funeral services will be held at McCorry Funeral Home, Cliffside, New Jersey; tonight at 8 P.M.

Pinckney was well known to exhibitors in New Jersey in his capacity as branch manager of the Newark office of Altec's Eastern division. He joined ERPI (Electric Research Products, Inc.) predecessor of Altec, in 1929.

Suit Filed Here Over 'Waterfront' Rights

A suit asking that Columbia be enjoined from distributing "On the Waterfront" and that the plaintiff be awarded damages was filed here yesterday by the Monticello Film Corp. Named as defendants were Budd Schulberg, Elia Kazan, Horizon-American Pictures, Malcolm Johnson, Columbia and Sam Spiegel. The action was filed by Emil K. Ellis, counsel for Monticello.

It is alleged that in May, 1949, Monticello acquired the exclusive ownership of articles by Johnson in the New York "Sun" titled "Crime on the Waterfront." Subsequently, it is charged, the plaintiff acquired the services of Budd Schulberg as a consultant on the preparation of a picture based on the articles and to write the screen play on a profit-sharing basis. However, the suit alleges, Schulberg appropriated the property and conveyed it to Horizon-American.

'Star,' 'Christmas' Strong on B'way

Terrific business was chalked up by "A Star is Born" and "White Christmas" in their first week on Broadway here.

"A Star is Born" at the Paramount broke a house record for a picture with an estimated $115,000 for its first week, while the neighboring Victoria, playing day-and-date with the Paramount, grossed an estimated $46,000.

At Radio City Music Hall, a very big $169,000 was seen for the first week of "White Christmas," Paramount's first VistaVision production.

The Paramount, for the showing of "A Star is Born", has increased its admission prices to a $2 per-person top, with the Victoria following suit.

Ponti-De Laurentiis Para. Renew Pact

ROME, Oct. 18.—Producer Dino De Laurentiis announced today that Paramount Pictures has exercised its option with the Ponti-De Laurentiis studios for another year. The new contract calls for the production of five pictures during 1954-55 at the Ponti-De Laurentiis Studios in Rome.

De Laurentiis just returned from a two-week business trip to New York during which he held discussions with Paramount executives and made plans for the American launching of "Ulysses" and "Mambo."

Appeal Filed by 23 In Loyalty Dispute

HOLLYWOOD, Oct. 18.—Attorneys for 23 Hollywood writers and other professionals who sued virtually all producers in March, 1953, for $51,750,000 charging conspiracy to deprive them of employment due to their refusal to answer questions put by the House Un-American Activities Committee, and whose case was dismissed in Superior Court on grounds of insufficient evidence, today filed appeal to the California District Court of Appeals.

Boasberg Luncheon Is a Sellout

Reservations for the Charles Boasberg luncheon at the Hotel Astor here on Thursday have been sold out, the committee reported yesterday. Possibilities for "standing room only" was indicated. Robert J. O'Donnell will be toastmaster at the event which will salute Boasberg's association with Distributors Corp. of America after many years with RKO Radio.

Pre-Trial Edict Filed In Gov't 16-mm Suit

HOLLYWOOD, Oct. 18.—Federal Judge Harry C. Westover, who today entered a pre-trial order in the Government's anti-trust suit against 12 distributors of 16 mm film, said he hopes the case can go to trial in the spring. The case was filed in July, 1952. Pre-trial hearing will be held Dec. 13.

The pre-trial order instructs counsel for both sides to prepare and supply a large number of documents, and to undertake to reach an agreement on facts in order that the trial may be narrowed down to key essentials. Counsel has the privilege of consulting court, meanwhile, if obstacles or objections present themselves.

Fox Wisconsin Signs For Makelim Plan

HOLLYWOOD, Oct. 18. — The Fox Wisconsin circuit has signed contracts for the Makelim plan, it was announced today by John Wolfberg, Makelim vice-president, who stated that the circuit is the first among the Fox chains to sign up for the plan.

Skouras Hospitalized After Heart Attack

HOLLYWOOD, Oct. 18.—Charles P. Skouras, president of National Theatres, is in Cedars of Lebanon Hospital here following a heart attack. The theatre executive has been placed in an oxygen tent. Spyros P. Skouras, president of 20th Century-Fox, and George Skouras, president of the United Artists Theatre Circuit, are enroute here to be at the bedside of their brother, who, a bulletin said, is "doing well."

Herbert V. Anderson, 47

Herbert V. Anderson, 47, account executive for the National Broadcasting Co. television network's sales department, died at the North Shore Hospital, Manhasset, N. Y., after a long illness. Survivors include his wife, Anne, mother, father and two sisters.

Thomas Gilboy, 65

SAN FRANCISCO, Oct. 18.—Thomas Whalon Gilboy, 65, San Francisco film distributor, died at Mount Zion Hospital here. A native of San Francisco, he is survived by his wife, Ada T. Gilboy, and four children.

Announce Winners In Allied Artists Billing Drive

CHICAGO, Oct. 18.—The New Orleans, Detroit and Indianapolis exchanges were first place winners in Allied Artists' 13-week billing drive, it was announced by Morey R. Goldstein, vice-president and general sales manager, at the company's annual sales convention which ended at the weekend here.

Winners were:

First prize consists of $1,500 for the exchange manager and a two weeks' vacation with salary for bookers and salesmen. Second prize consists of $500 for the manager and a one-week vacation with salary for the bookers and salesmen. Third prize consists of $250 for the manager.

First division—New Orleans, Henry B. Glover, manager, first; Kansas City, R. M. Copeland, manager, second, and St. Louis, M. Schweitzer, manager, third.

Detroit Runner Up

Second division—Detroit, Nathan D. Levin, manager, first; Albany, Nate R. Dickman, manager, second, and Memphis, Bailey Prichard, manager, third.

Third Division—Indianapolis, Edward Spiers, manager, first; Atlanta, J. E. Hobbs, manager, second, and Denver, the late Charles Duer, manager, third.

Branch managers winning first, second and third prizes of $500, $300 and $200, respectively, in the "Little Rascals" comedy series drive were M. J. E. McCarthy, Los Angeles, first; Nat Nathanson, Chicago, second, and Jack Felix, who managed the Portland exchange at the time of the drive and now managing the Denver exchange, third.

$744,000 Weekly In Benjamin Drive

The first six-week lap of United Artists' Robert S. Benjamin drive has scored the highest weekly average billings recorded by the company in a sustained period, it was announced by co-captain B. G. Kranze, general sales manager for UA.

The salute to UA's chairman of the board has compiled billings averaging more than $744,000 a week for the six-week period, with totals for the sixth week alone exceeding $1,000,000.

The drive, which will award $50,000 in prizes to the winners among United Artists' 32 competing branches, supports the "blockbuster-a-month" releasing program announced recently by president Arthur B. Krim.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
Color by Technicolor - A Paramount Picture
and SPECTACULAR STAGE PRESENTATION

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People

Lester Al Smith will be general manager of the revival of "Abie's Irish Rose," eoming to the Holiday Theatre on Broadway, next month. Smith was formerly the manager of the Lyrie Theatre, Bridgeport, Conn.

¤

Ingo Preminger is now in New York looking to find and sign new talent for the new **Joan Crawford** starrer, "The Way We Are." Preminger will produce and direet this film for The Assoeiates and Aldrich, Inc.

¤

Ira Peck has been appointed editor of "Sereenland" and "Silver Screen" Magazines. Peck continues in his present position as editor of the new projects division of Pines Publications.

¤

Earl Clark, 46, has been appointed direetor of industrial and tourist promotion for the Province of Nova Scotia. He formerly held the position of production sales manager of the Associated Sereen News in Montreal.

¤

Robert Roark has been set for one of three leads in "Same Song, Next Verse," which Palisades Productions will produce in January. Max Steeber has been set to do the screen play.

¤

Herbert Ochs and his wife have left for Florida to spend the winter. Ochs, operator of a chain of Canadian drive-ins, will eommute to his office in Cleveland until all of his drive-ins are closed for the season.

¤

Mr. and Mrs. Leon Feldun announee the birth of a son, Joseph, their first. Feldun is a member of the United Artists home offiee foreign department exeeutive staff.

¤

Peter J. Ambrosini has suceeeded **Joseph Thompson** as manager of the Strand Theatre, Bridgeport, Conn.

'Rainbow' to Open Here on Christmas

"The Big Rainbow," the first picture to be released in SuperScope, will open in New York on Christmas Day at the Mayfair Theatre, it was announced by Walter Branson, RKO's world-wide sales manager.

The Technicolor production will have its world premiere Dec. 21 at the Fox Theatre in St. Louis.

'John Silver' Float In Macy Parade

Arrangements between Distributors Corp. of America and R. H. Macy have been concluded, whereby a special "Long John Silver" float, composed of three mobile units, will be included in the Macy's Thanksgiving Day parade on Nov. 25.

Publicists Prove They Can Act, Too

In an effort to prove that they have histrionic talent as well as versatility in squeezing news stories into print, members of the Screen Publicist Guild presented a mammoth, laugh-provoking revue titled "Movies Are Wider Than Ever" at the Hotel Pierre, Friday night, in conjunction with its annual Movie Page Ball whieh marked the 14th anniversary of the founding of the union of artists, advertising and publicity men and women in the industry in New York.

TV Show Was Model

Patterned, in part, on, and lifted almost entirely from television's "This Is Your Life," the presentation could have been called "This Is a Helluva Life." Giving credit where credit is due, it should be noted that some of the participants do a better job in turning in able and deft performances when they sometimes visit trade paper editorial offices and beg on bended knee, "If I don't get this story on Page One, my wife will have to take in washing."

The scientific innovations which oceurred in the industry in the past year, the shift from tall screens to wide, prone screens, plus the various new developments in sound, were enthusiastically presented and lampooned by the SPG cast in the annual revue which was written by George Nelson of United Artists, Harold Rand and Ira Tulipan of 20th Century-Fox. As a whole, the two-part presentation was uproariously funny and rib-tickling to an SRO audience, which included some persons who wandered into the Pierre's Grand Ballroom thinking that the Guild event was part of Hildegarde's act in the next door Cotillion Room.

'Keystone' Motif Injected

Take-offs on advertising slogans of recent films were effectively performed by the SPG cast, which included some young, sexy, women, and the group freely utilized a slapstick act of early silent screen days, cream-pie massages. Pictures which were buffooned were "Magnificent Obession," "Them," "The Egyptian," "On the Waterfront," "The Caine Mutiny," "The Cruel Sea," "Indiscretions of an American Wife," recent epics concernings the days of knighthood and men in mail with sword, shield and tux, "Heidi" and the film depicting the Mt. Everest mountain climb, but the mountain in the show was real cool, Minka!

The second half of the show was devoted to the life of a screen publicist, "This Is Your Life," with Rand portraying the flackster and Al Mendelsohn turning in a convincing job as the master of ceremonies, Malcolm Mashugah. Rand was flippant in his remarks and bounced about the stage with derring-do, kissing pretty young girls, casting his blood-shot eyes on others, in the style of his Bronx upbringing, while his past life is reviewed.

Cast of 'Characters'

Others taking part in the SPG festivities were: president Harry Hochfeld, who awarded the SPG crown to Movie Page Ball Queen Sally Wile; Edward Feldman, Paul Grosz, Paul Kamey, Al Cohan, Jerome Evans, Yale Miller, Milton Skolsky, and John Scuoppo. The show was directed by Mendelsohn and Tulipan and written by Nelson, Rand and Tulipan in association with Evans, Kamey, Mendelsohn and Feldman. Lighting was by Joe Hyams, and the assistant stage manager was Nick Di Mattei.

Running time, 40 minutes. General audience classification. Immediate release.

—LESTER DINOFF

Skouras Heads N.Y. Committee for Ives

Spyros P. Skouras, 20th Century-Fox president, has accepted the chairmanship of the Independent Citizens Committee for the Ives-McGovern ticket at the behest of Gov. Thomas E. Dewey and Senator Irving M. Ives.

Plans for launching a drive on behalf of the New York State Republican candidates will be made at a luncheon to be given by Skouras at the Plaza Hotel here next Friday.

'U' and Dial Press In 'Pagan' Co-op

Universal Pietures, producer of the CinemaScope and Technicolor film production "Sign of the Pagan" is joining promotional forces with the Dial Press, publisher of the novel of the same name by Roger Fuller. The book was published last Friday with an advance sale of 10,000 copies and was launched with full page ads.

Dial Press promotional executives met with U-I last week to develop promotional plans for the book and pietures.

On Equal Basis

Independents Seen 'Even' With Majors

HOLLYWOOD, Oct. 18.—A feeling that independent producers can now eompete with the majors on selection of stars and story material seemed firmly established at a round-table luncheon at the Brown Derby today between members of the Screen Producers Guild and press representatives. Predicated on right story material, it was pointed out, independent producers can attract star name, release and finance in respective order.

Producer Carey Wilson pointed to a decreasing number of important stars, outlining their desire for participationg earnings against large weekly salaries.

Terms Called Attractive

The terms offered by an independent producer were conceded to be more attractive since overheads were greatly minimized; and opportunity for achieving greater income through allowable capital gain structures is proving a favorable budget factor for independent deals, it was pointed out.

The Guild, heretofore limited to motion picture producers exclusively, is considering a formula for admitting television film producers to membership.

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Schary

(*Continued from page* 1)

ples. He mentioned 20th Century-Fox, Paramount and his own studio in this respect, also, adding M-G-M's plans for a labor story, titled "Bannon," "Tea and Sympathy," and "Cobweb."

Prior to citing the studio's "gamble," he said that "not being an exhibitor I would not know whether their complaint about the product shortage is valid or not." However, he added, the production side of the business is working harder than it ever worked to "make better product."

Next year, he added, M-G-M will spend more money than has ever been spent on a film in its production of "Ben Hur." He acknowledged that the expenditure of money is not the "answer" to a successful picture, but the studio's thinking is that this specific picture is worth the planned expenditures.

'Everybody Looking'

"Everybody," he continued, "is looking for provoking pictures."

Asked to give comparative production costs, Schary declined, stating that it was not in his province to give out such over-all production costs. However, he added, "we are spending more proportionately for pictures as compared to last year."

Regarding VistaVision, Schary said he welcomed any new device, believing such innovations are a healthy influence, calling them exciting and interesting. As to M-G-M plans regarding VistaVision, Schary said that his studio has no commitments, but that if the studio feels it has a property that will lend itself specially to the VistaVision medium, it would make such a picture in that technique.

Indiana

(*Continued from page* 1)

lenged Indiana's right to tax these rentals. The State Supreme Court sustained the film company, finding that films transmitted to Indiana exhibitors directly from an out-of-state exchange constituted interstate commerce, and that rentals paid on these films were, therefore, free from the Indiana gross income tax.

In appealing the case to the Supreme Court, Indiana argued that exhibition of the films in a state breaks the flow of interstate commerce, making the property subject to the tax laws of the state. If the Indiana court's ruling is correct, the brief declared, then the Indiana exhibitors should also be exempt from the tax.

COMPO Sets

(*Continued from page* 1)

the group insurance plan would seal its fate unless Allied reconsiders its position or an alternative plan could be proposed by COMPO, it was said. The projected audience star poll has remained in abeyance pending an attempt to package a television tie-in show. As to a new tax drive, Allied has expressed sentiment against such a move.

Ladies Free

HARTFORD, Oct. 18.—"Ladies Night," with female patrons admitted free, is now in effect on Wednesdays at the newly-opened East Hartford Family Drive-In Theatre, South Windsor, Conn.

Frayne Succeeds Barnett as SMPTE Head

(*Continued from page* 1)

vice-president; Norwood L. Simmons, Eastman Kodak, editorial vice-president; Byron Roudabus, Byron, Inc., convention vice-president; Edward S. Seeley, Altec Service Corp., secretary.

Regional governors will be: Gordon A. Chambers and George Levin, for the East Coast area; Malcolm G. Townsley and W. Wallace Lozier, Central area; Lloyd T. Goldsmith and John W. Duval, West Coast area.

In his opening address, President Barnett traced the industry's upswing from a low point touched two years ago and declared, "Today our industry is enjoying fruits of a two-year investment in engineering and applied research. It is a rare and welcome occasion indeed that permits a motion picture engineer to contribute directly to the immediate benefit of his industry. Through his ability to meet these responsibilities he has gained greater esteem and prestige, and has moved forward into new positions of prominence."

Business Meet Follows Luncheon

Following the luncheon, members adjourned to a business meeting in the Ambassador Hotel theatre, with proposals for increasing membership fees the principal matter on the agenda.

At the luncheon the Samuel L. Warner award was given Louis D. Grignon, of 20th Century-Fox, for engineering work on stereophonic sound. The David Sarnoff Gold Medal Award went to Ray D. Kell, of RCA, for important contributions to color television, and The SMPTE Journal Award to Armim J. Hill for his paper on stereoscopy. A special achievement award was given Earl I. Sponable and Herbert E. Bragg for contributions to CinemaScope.

Color TV Viewed

Late in the afternoon the delegates viewed NBC's Transcontinental color cast, "Tonight at 8:30," on nine color television sets supplied by three manufacturing companies, in the Ambassador theatre.

Goldman Leaves on World Tour Thurs.

PHILADELPHIA, Oct. 18.—William Goldman, Philadelphia film producer, distributor and exhibitor, will leave Thursday on a 30,000-mile round-the-world trip during which he will take a close look at the film situation in Asia and Europe.

Goldman's inspection tour will coincide with a trip he is taking with the International College of Surgeons until Nov. 15, when he will leave the medical group and continue on his own.

In addition to inspecting foreign motion picture facilities and attending medical conventions, Goldman will also act as a representative of Pennsylvania and Philadelphia.

Mayor Joseph S. Clark, Jr., presented Goldman with autographed copies of prints of Independence Hall to be delivered to the heads of the 13 states Goldman will visit during his tour.

Gov. John S. Fine gave Goldman letters of greetings to be presented to the government heads including President Magsaysay of the Philippines, Prime Minister Nehru of India and Emperor Hirohito of Japan.

Can. Film Imports Increase in Value

OTTAWA, Oct. 18.—With such imports increasing in value steadily in recent months, Canadian government reports imports of films rose to $5,079,000 in the first seven months of 1954, in contrast to $4,541,000 in same period of 1953.

Film imports in July rose again to $809,000 against $805,000 in June, $721,000 in May and $599,000 in July last year.

400 'Rainbow' Prints

HOLLYWOOD, Oct. 18.—The largest order RKO has given Technicolor in the past seven years for prints for a forthcoming RKO production was placed yesterday when RKO ordered a total of 400 prints of "The Big Rainbow." Two hundred of the Technicolor prints will be in Superscope, and 200 will be for standard projection.

Increase Odeon Board

OTTAWA, Oct. 18.—The Odeon Theatres (Canada), Ltd., has filed notice here that its board of directors has been increased from 9 to 10 members.

Name Bowen GPE UK Representative

Ivor Bowen, principal director of air equipment research and development in Great Britain's Ministry of Supply, has resigned to become the British Empire representative of General Precision Equipment Corp., it was announced here by Herman G. Place, GPE president. Bowen, who resigned from his British post on Oct. 12, will reside in London.

"Mr. Bowen's appointment as our first direct overseas representative," said Place, "foreshadows further expansion of our existing foreign activities and increased interest of the GPE companies in development work in the U.K., particularly in the manufacture of advanced types of navigational systems applicable to guided missiles and manned aircraft, in which developments the United States holds the leading position.

Canada Amusement Construction Down

OTTAWA, Oct. 18.—Construction of theatres, arenas, amusement and recreation buildings will decline to $19,897,000 during 1954 in contrast to $23,741,000 during 1953 but above the $19,064,000 during 1952, Canadian government reports.

New construction in this field in 1954 went down to $18,518,000 as against $22,249,000 in 1953 but above the $17,623,000 in 1952, while repairs fell to $1,379,000 in 1954 as against $1,492,000 in 1953 and $1,441,000 in 1952.

Governmental expenditures in this field showed $2,727,000 for the Federal government in 1954 as against $2,672,000 in 1953 and $10,000 in 1954 against $9,000 in 1953 for provincial governments, with municipal governments accounting for $7,056,000 in 1954 against $6,627,000 in 1953.

Republic to Release Five JARO Films

Five top British productions will be distributed by Republic Pictures in the United States and Canada, it was announced here yesterday by Herbert J. Yates, Republic president, following conclusion of a deal with the J. Arthur Rank Organization.

The five productions include "Doctor In The House," "Trouble In Store," "Forbidden Cargo," "A Day To Remember" and "The Square Ring."

Disney

(*Continued from page* 1)

Vista subsidiary, Walt Disney Film Distributors, Ltd.

The first picture to be released in Canada by Empire-Universal will be "The Vanishing Prairie."

"20,000 Leagues Under the Sea," Walt Disney's first live-action feature in CinemaScope, will follow on the Empire-Universal release schedule. The kickoff date in Canada is slated for Christmas and will coincide with the release date in the U.S.

The third production set for Canadian release is "The Littlest Outlaw," a live-action Technicolor film made in Mexico.

'Hazel'

(*Continued from page* 1)

hit of the storm areas. Other theatres along the strand were also battered by wind and water.

Curving in, the storm smashed at two drive-ins at Dunn, N. C. Hal Jordan, owner of the Centerview, said his theatre was destroyed. The Cotton Bowl at Dunn and the Star View in nearby Benson were also flat after the storm had passed over. In many localities, equipment was damaged by water and will have to be replaced. Many screens were also blown down. Some owners said they might not rebuild if insurance policies did not cover damages.

Albany Stations to Lowell Thomas Firm

ALBANY, Oct. 18. — Negotiations to purchase radio station WROW and television station WROW for a reported $350,000 have been concluded between the Hudson Valley Broadcasting Corp. and Lowell Thomas, Frank J. Smith and Alger B. Chapman, it was announced here yesterday.

The Federal Communications Commission has been asked by the Thomas group to approve the purchase of the UHF TV and radio outlet and erection of a "booster" tower 20 to 25 miles away from the transmitter.

'Duel' to RKO Circuit

David O. Selznick's "Duel in the Sun," following its six-week Broadway stand at the Mayfair Theatre and its current two-week run at the Brooklyn Paramount, goes into the RKO circuit throughout the metropolitan area on Oct. 27.

Toll TV

(Continued from page 1)

counsel, Herman Levy, TOA general counsel, Arthur and Harling were elected to serve the group as a legal advisory committee.

The second meeting at Chicago's Blackstone Hotel took place about four weeks after the Sept. 13 hush-hush meeting at the same place, called by Allied. According to the joint Rembusch-Starr statement, it was agreed at that time to form a joint toll TV committee, but action had to be deferred pending authorization by the respective organizations. Such authorization was received through communications from the respective organizations prior to Friday's meeting, it was added.

Among those attending the Friday meeting were the following: Myers, George Kerasotes, of TOA, David Arthur and James Arthur, of SCTOA, Julius Gordon, president of East Texas Theatres, Inc., Rembusch, and Sol Strausberg, MMPTA vice-president.

TNT Buys 50 Units From GPE

Fifty projection units, the first big-screen TV equipment designed and manufactured for hotel closed-circuit television, has been purchased by Theatre Network Television from General Precision Laboratory, Inc., it was announced here yesterday by Nathan L. Halpern, TNT president, and Hermann Place, GPE president.

The new equipment will make possible simultaneous closed circuit business meetings in as many as 50 hotels located in 50 cities from coast to coast, and will augment TNT's current network of over 100 theatres, Halpern said.

Delinquency Session Draws TV Officials

WASHINGTON, Oct. 18.—Two television network officials will be among the witnesses opening the Senate juvenile delinquency sub-committee hearings tomorrow on television crime programs.

They are Merle S. Jones, CBS vice president, and James L. Caddigan, Du Mont program director. Other witnesses who are scheduled to testify tomorrow include the managers of two Washington television stations and Richard Clendennen, subcommittee executive director. Among those who will testify on the second and, presumably, final day of the hearings will be Harold Fellowes, president of the National Association of Radio and Television Broadcasters.

Sees 3-D Television In Late December

Three-dimensional pictures are expected to be ready for television by late December without any special equipment for home owners of sets except the wearing of special 3-D glasses, it was announced here yesterday by Wallace Garland, president of Broadway Angels, Inc.

The 3-D film system for television was invented by Leslie P. Dudley of England, Garland said.

Television--Radio

with Pinky Herman

PLANS for a complete NBCoverage of national 'mid-term' election (Nov. 2) in both radio and TV are being formulated and the results will be flashed until a definite conclusion is reached on "which party is to control Congress for the remainder of President Eisenhower's first term." The largest number of TV affiliates in the history of election coverages will participate—142 stations. . . . Grey Advertising prexy Lawrence Valenstein has named David Mayer head of the newly created marketing and sales development department, and Chris Cross (formerly with Kenyon & Eckhardt) as director of promotion & publicity. . . . Tommy WEREdwards starts the second year as ye editor, publisher, circulation manager, reporter and office boy for the T. E. Newsletter. Tommy is very popular with Tin Pan Alleyites, being one of Cleveland's best song salesmen and a most cooperative young man. . . . Bob Weitman and ABChieftains will preview "Disneyland TV" for the press tomorrow at 11:00 A.M. at their studios on W. 66th St.

☆ ☆ ☆

Maestro Paul Lavalle, of the NBCities Service "Band of America," is chairman of the men's committee of the Friends of the Philharmonic which will hold a special fund-raising luncheon Tuesday, November 23, at the Waldorf-Astoria Hotel at which Victor Borge will entertain. Victor is about the only man in town who can make people laugh even while they're autographing cheeks. . . . Sig Mickelson, CBS veep in charge of news and public affairs, back at his desk after a month in Europe. . . . Didn't know till yesterday that Ed Penney, whose daily platter-chatter at WTAO in Boston, is one of the Hub's favorites, is a co-writer of the song, "Hopelessly," which the Ames Bros. are zooming into the Hit Parade. This 'Penney' is worth a million dollars in personality and salesmanship. . . . Ralph Edwards will emcee the "Diamond Jubilee of Light" luncheon to be held Thursday, Oct. 21, at Los Angeles where Pat Weaver will be principal speaker.

Paul Lavalle

☆ ☆ ☆

The plaque that Robert Q. Lewis will receive as guest of honor at a luncheon Saturday at the Hotel Plaza will read-quote- . . . salutes Robert Q. Lewis for distinguished service in his capacity as Greater N. Y. chairman of the 1954 Muscular Dystrophy Research Appeal, unquote. (Nice goin' Robert Q.) . . . Buff Cobb, pretty, pert and pixyish panelist on Ed Wolf's ABClassy "Masquerade Party" TVehicle, is the daughter of writer Elizabeth Cobb and singer Frank Chapman, granddaughter of the late great humorist Irvin S. Cobb, and the wife of Mike Wallace. . . . That was a great show Max Liebman NBCreated last week in which Judy Holliday, Steve Allen and Dick Shawn combined their talents; soo, comes next Saturday we'll cancel any and all engagements between 9 and 10:30 P.M. to watch M.L.'s next 'special,' "The Follies of Suzy," starring the French danseuse Jeanmaire, Steve Allen, and the new comic sensation Dick Shawn. . . . Bill Hobin, whom we tabbed two years ago, as one of the brightest newcomers to television, is associate-producer-director.

Robert Q. Lewis

☆ ☆ ☆

Celebrating his 50th year in motion pictures, Tom London will be seen in his 1702nd role as a featured player in the Screen Gems' forthcoming telefilm, "Rin-Tin-Tin and the Ancient Mariner." In compiling this amazing list of screen credits, London played in Every Rin Tin Tin motion picture, starting with the original silent canine star to the present Rin-Tin-Tin IV. . . . One wouldn't think it to look at him but tall, goodlooking and athletic Doug Browning has been newscasting, announcing, spinning records and spreading common sense and homey philosophy on the air for 18 years, starting with NBC and continuing with ABC when the Red and Blue networks went their respective ways some years ago. . . . Otto Preminger, who's just completed producing-directing "Carmen Jones" for 20th Century-Fox, directed Ginger Rogers' TV debut last night in Leland Hayward's Three Noel NBCoward Plays.

Republic

(Continued from page 1)

against Autry, while the Circuit Court found against both. Eighty-one Roy Rogers films and 57 Gene Autry features are at issue.

Rogers contended that his contract with Republic specifically reserved to him all rights for commercial exploitation of his films, and that his films could not be sold to television without his consent. The Circuit Court had ruled that these rights were limited to his name, picture and voice outside of the films, but that Republic had complete title to the use of his name, picture and voice in the films and could, therefore, freely license the films to television. Rogers said his case would be a test case for many similar contracts between stars and film companies. He said the pictures might be used to indicate that the star was endorsing liquor, cigarettes or some other product which might damage the star, and that the star should have the right to veto such plans.

Autry said he did not dispute Republic's right to license his films for television but that he did challenge the company's right to use or license his name, voice or likeness for commercial advertising. He pointed out that the Circuit Court had declared that Republic could not make it appear that Autry actually endorsed a specific product, and said that such a vague ruling, without the details spelled out, would force him to police the actions of Republic on television stations throughout the country and bring many actions in many different courts, with possibly different results.

Disney TV Series to Bow Oct. 27 on ABC

HOLLYWOOD, Oct. 18. — Walt Disney's television series, "Disneyland," will premiere on Oct. 27 over the American Broadcasting Co. television network using scenes from his CinemaScope production, "20,000 Leagues Under the Sea," during the initial hour-long show, ABC-TV announced here yesterday.

Also presented on the Disneyland show will be a pictorial salute to Mickey Mouse, whose career is reviewed by Disney by means of memorable cartoon sequences.

The television camera, ABC-TV reports, will roam about Disney's Burbank studio to acquaint viewers with the over-all nature of Disneyland.

Evans to Address NTFC Meet Nov. 4

Ralph M. Evans, director of the Technology Division for Eastman Kodak Co., will be the guest speaker at the Nov. 4 luncheon meeting of the National Television Film Council at the Hotel Warwick, it was announced here yesterday by Melvin L. Gold, NFTC president.

Evans will address the membership on "Seeing Light and Color."

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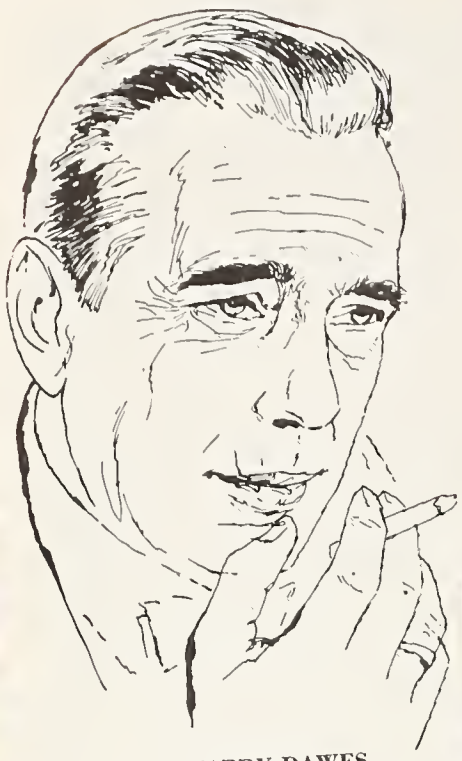

HARRY DAWES
Director

"Maria's not under contract to me. I'm not in that business. But what I tell her to do, she will do...with her shoes on that is."

KIRK EDWARDS
Producer

"Why do I want to produce movies? The answer is more simple than anyone thinks. Because I like girls."

OSCAR MULDOON
Press Agent

"Whatever it is—you name it —whether you're born with it, or catch it...Maria had it!"

MYRNA
Perennial Starlet

"I was made in Hollywood, U.S.A.—and I've travelled. I wanted what Maria had...but I couldn't even spell it!"

THIS IS THE FULL PAGE AD* THAT ROCKED NEW YORK AND PRODUCED BUSINESS TOPPING "MOULIN ROUGE" AN "AFRICAN QUEEN".

VINCENTE
The Count

"Her shoes. Oddly enough—they were what made me suspect something. I found them in the strangest places."

BRAVANO
International Playboy

"Once, for me, Maria had the look of an exquisite lady. Now I see only that she has the body of an animal, lives as an animal, is an animal..."

Humphrey **BOGART** Ava **GARDNER**

"THE BAREFOOT CONTESSA"

IN COLOR BY TECHNICOLOR

Written and Directed by JOSEPH L. **MANKIEWICZ**

co-starring EDMOND O'BRIEN · MARIUS GORING · VALENTINA CORTESA · ROSSANO BRAZZI

with WARREN STEVENS · BESSIE LOVE · ELIZABETH SELLARS · A Figaro Incorporated Production · Released thru United Artists

GALA WORLD PREMIERE
WEDNESDAY, SEPT. 29TH, 8:30 P.M.
BENEFIT: C-A-R-E
Tickets now on sale at box office! Come early and see all the excitement! Lights! Newsreels! Celebrities! Lobby Telecast! 8:30-9:00 P. M.—WABC-TV (Channel 7)

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All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 77 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 20, 1954 TEN CENTS

After World Tour

Aboaf Sees U-I Overseas Business Jump

Foreign Market Passing Last Year's High Record

By LESTER DINOFF

Despite the economic situations in several nations abroad, Universal-International business will be "higher this year by a substantially wide margin" surpassing the record breaking mark of 1953 by "several millions," it was disclosed here yesterday by Americo Aboaf, U-I vice president and foreign sales manager.

Americo Aboaf

Aboaf returned over the weekend from a 10 - week tour around the world, surveying operations in the

(*Continued on page 6*)

CEA Approves Eady Levy; Rank Declines Bid to Rejoin Now

LONDON, Oct. 19. — Cinematograph Exhibitors Association has formally ratified the new Eady levy scale, thus averting governmental intervention in the industry by means of a statutory levy in place of a voluntary industry one.

Following ratification, CEA officers made an approach to J. Arthur Rank seeking a healing of the breach between his organization and CEA. Rank's theatres resigned from CEA

(*Continued on page 6*)

NYC Theatres to File Appeal by Nov. 5

New York City exhibitor attorneys have until Nov. 5 to file their briefs with the Appellate Division, Second Department, Brooklyn, courts appealing Supreme Court Percy D. Stoddart's decision which upheld the city's motion for summary judgment in the five per cent admission tax suit.

Assistant Corporation Counsel Stanley Buchsbaum, who is representing

(*Continued on page 5*)

EDUCATIONAL PROGRAM TO PUBLIC PLANNED IN ANTI-TOLL TV DRIVE

An extensive educational program against toll TV, aimed at the public, legislators and business interests, has been envisioned for the newly-formed joint exhibitors committee on subscription TV, it was learned here yesterday.

A participant at the Chicago meeting, which resulted in the formation of the committee, said that a number of meetings in which other groups will participate has already been blueprinted. The participant, who declined the use of his name, said the next meeting of the committee will take place shortly, adding that an announcement as to the place will be made soon.

The role of exhibition coming to the aid of free home television was frankly explored by the participant. He saw no contradiction in such a role, pointing out beyond the economic interest, exhibition has a stake in maintaining the theatre as a separate means of communications in this country, a means, which, he claimed, would be closed if toll TV should gain wide acceptance.

Toll TV, he argued, in addition, would confine if not ultimately throttle free communications over the air, force the public to pay for programming and provide toll TV with free distribution

(*Continued on page 6*)

Siegel Named V-P Of Int'l Associates

Norman Siegel has been named vice-president and a director of International Associates, active in the production, financing and distribution of pictures here and abroad, it was announced yesterday by John McCarthy, executive vice-president. Siegel, who will make his headquarters in Hollywood, will continue to represent the Screen Directors Guild, Judy Garland and Sid Luft's Transcona Enterprises and Henry Ginsberg's International Productions.

Spiegel, who formerly was advertising-publicity director of the Para-

(*Continued on page 6*)

'Moby' Budget Up To $4,000,000

The production budget for John Huston's "Moby Dick" has been raised another $1,000,000, bringing the total production budget to $4,000,000, Al Crown, president of Moulin Productions, disclosed here yesterday.

Crown, who recently returned from London, told a trade press conference that the rise in production costs was due to Huston's intent in retaining the central integrity of the story, necessitating expensive and extensive location shooting. "Moby Dick," he continued,

(*Continued on page 6*)

Skiatron Leaders Map Counter-attack

Skiatron toppers will meet here today to map a counter-attack against the recently-formed joint exhibition committee to combat toll TV.

An indication of the accent of the counter-attack was offered yesterday by Arthur Levey, president of Skiatron Electronics & Television Corp., which developed Subscription-Vision, one of the three toll TV systems.

"In our opinion," Levey said in commenting on the formation of the joint committee, "it is against progress in the entertainment field and against freedom of choice on the part of television home viewers."

Levey said he would confer with James Landis, Skiatron general counsel and board member, and Matty Fox, president of Skiatron TV, Inc., which holds the world rights for the commercial development of Subscription-Vision. An announcement will be made after the meeting, Levey added.

Subscription-Vision has filed with the Federal Communications Commission for a public hearing on toll TV.

Laud Subsidy Stand Of Johnston, Arnall

HOLLYWOOD, Oct. 19. — The Hollywood AFL Film Council today passed a resolution expressing satisfaction with policy declarations by Eric Johnston, president of the Motion Picture Association of America; Ellis Arnall, president of the Society of Independent Motion Picture Producers, and the U. S. State Department, on foreign subsidies. The resolution, after reciting recent events

(*Continued on page 4*)

Production Pickup At RKO Studio

HOLLYWOOD, Oct. 19. — RKO's film production hiatus came to an end this week as two top "A" films were before the cameras and four others were in active stages of preparation for early filming. The six films are being produced by independent producers and are slated for world-wide distribution by RKO.

Now filming are Benedict Bogeaus'

(*Continued on page 6*)

Over 1953

45% Increase In AB-PT 3rd Quarter Net

Equal to 31c Per Share; Earnings, $1,373,000

Estimated net operating profit of American Broadcasting - Paramount Theatres after taxes for the third quarter of 1954 was 45 per cent ahead of the same period of 1953, or $1,373,000, as compared with $946,000, president Leonard Goldenson reported yesterday. Earnings per share of common stock for the quarter was 31 cents as against 20 cents last year. The increase in earnings in the third quarter greatly offset the decrease in

L. H. Goldenson

(*Continued on page 4*)

Reverse Maryland Censor Ruling on 'On the Waterfront'

BALTIMORE, Oct. 19. — The Maryland State Board of Motion Picture Censors' ruling for deletion of the words "go to hell" from dialogue of the film "On the Waterfront" was reversed yesterday by Judge James K. Cullen in Baltimore City Court.

The Judge declared that the board's decision was illegal since there was not any evidence to support its finding that the dialogue was indecent in view of

(*Continued on page 5*)

Elect Pery 'V-P' Of Columbia Int'l

Nick Pery, Columbia International's managing director for Europe and the Near East, has been elected a vice-president of the organization, it was announced here yesterday by Joseph A. McConville, president, following a meeting of the company's board of directors.

Pery several months ago succeeded Lacy W. Kastner, now executive vice-president, in the Paris post, following Kastner's transfer to the New York home office.

Personal Mention

FOSTER M. BLAKE, Universal's Western sales manager, will return to New York today from San Francisco.

•

JAMES M. CONNOLLY, 20th Century-Fox district manager, and JACK BLOOM, his assistant, were in Albany, N. Y., from Boston.

•

MAX THORPE, Columbia Pictures managing director in London, will leave there by plane on Nov. 8 for New York.

•

HUNTINGTON HARTFORD, of Huntington Hartford Enterprises, will leave New York today aboard the "Queen Mary" for Europe.

•

JOHN DAVIS, managing director of the J. Arthur Rank Organization, plans to leave London for New York on Nov. 1.

•

JOAN GREENWOOD will arrive in New York from Hollywood tomorrow, and will leave here Friday by plane for England.

•

GEORGE NICHOLS, M-G-M studio publicist, will arrive in New York today from the Coast.

•

BERNARD BROOKS, chief buyer and booker for Fabian Theatres, was in Albany, N. Y., from here.

•

DAVID E. ROSE, producer, has arrived in New York from Hollywood enroute to London.

•

CHARLES SCHNEE, producer, is scheduled to arrive here next Monday from the Coast.

•

HARRY FELLERMAN, Universal's manager of the special films division, is in New Haven from here.

•

FREDERICK BRISSON, producer, returned to Hollywood last night from New York.

•

MORRIS HELPRIN, vice-president of London Films, will arrive here today from England via B.O.A.C. Monarch.

•

ETHEL MERMAN will arrive here today from Denver.

•

JESSE L. LASKY is visiting in New York from Hollywood.

India Refuses M-G-M Picture Request

Special facilities for shooting "Bhowani Junction" was refused M-G-M by the Indian government when the film company had asked for the use of Indian Army units and special running of trains, it was reported here yesterday by the New York "Times."

The film, starring Ava Gardner, is based on a novel depicting the life of an Anglo-Indian community in the last days of British rule.

M-G-M's Charlotte Office Tenders Aid to Carolina Hurricane Victims

Telegraphic offers of assistance, if needed, were dispatched from M-G-M's Charlotte office by branch manager Jack ReVille to more than 100 accounts in North and South Carolina on Monday and Tuesday following partial restoration of communication lines into the storm-wracked territory where many conventional theatres were reported flooded and drive-in screens blown down by hurricane Hazel.

Early responses to ReVille's tender of aid indicated that some of the Carolina theatremen had summoned emergency crews and restored equipment to working order with not more than one night's loss of business.

Krim Returns Today From Overseas Trip

Arthur B. Krim, president of United Artists, will arrive in New York today concluding a six-week tour of the company's offices in the Middle and Far East.

During his swing through Japan, India, Malaya and Egypt, Krim held exploratory conferences on co-production deals patterned after similar arrangements in which United Artists has participated in Italy, France, England, Mexico and Samoa.

Accompanied by Picker

Accompanied throughout the greater part of his trip by Arnold M. Picker, United Artists vice president in charge of foreign distribution, the UA chief also inaugurated the Asian phase of the company's world-wide 35th anniversary celebration. His itinerary included stops in Manila, Hong Kong, Bangkok, Singapore, Bombay and Cairo.

Before emplaning for the United States, Krim met with producers currently shooting or preparing films in Europe for United Artists release.

SMPTE Honors SW's Lester Isaac

Lester B. Isaac, national director of exhibition of Cinerama for Stanley Warner Corp., has been awarded a Fellow Membership in the Society of Motion Picture and Television Engineers.

The award presentation, made yesterday during the 76th convention of the society in Los Angeles, was accepted by Isaac's lifelong friend, Merle Chamberlain, chief of sound and projection at M-G-M, inasmuch as Isaac is currently preparing new theatre installations of Cinerama.

The presentation honors Isaac for his major status in the motion picture industry and for his substantial contribution to the betterment of the industry.

Set ITO of Ohio Meet For Next March 1-2

COLUMBUS, O., Oct. 19.—The annual convention of Independent Theatre Owners of Ohio has been set for next March 1 and 2 at the Deshler-Wallick Hotel here. The M-G-M Ticket Selling Workshop under the direction of M. L. Simons, director of customer relations, will be a feature of the convention, according to Robert A. Wile, executive secretary.

Fabian 8th Pioneer To Be Selected

When the Motion Picture Pioneers honor Simon H. Fabian, president of e Stanley Warner Corp., as the Motion Picture Pioneer of 1954 at its 16th annual showmanship dinner on Nov. 17, he will be the eighth Pioneer so honored in the 16-year history of the motion picture veterans' organization, it was pointed out by Jack Cohn, president of the Pioneers and the Foundation of Motion Picture Pioneers.

"Outstanding men of our industry honored by the Pioneers," said Cohn, "have included such celebrated names as Adolph Zukor in 1947, Gus Eyssel in 1948, Cecil B. DeMille in 1949, Spyros Skouras in 1950, the three Warner Brothers in 1951, Nate J. Blumberg in 1952 and Barney Balaban in 1953. Fabian, one of the great leaders of the motion picture industry, is distinguished for his services to all humanitarian causes. This year the industry is also celebrating his 40 years of service to and participation in motion pictures."

500 to Attend

Over 500 Pioneers together with outstanding personalities of industry, the church, civic life and the motion picture and television industry will join in paying tribute to Fabian at the dinner, the 16th since the organization was founded in 1939. A "Cavalcade of Show Business" will be on hand to provide entertainment.

Name New Head of U.K. Films Council

LONDON, Oct. 19.—The Board of Trade announced that S. C. Roberts, master of Pembroke College, Cambridge, and a former vice-chancellor of Cambridge University, accepted the invitation of the Board to become chairman of the Cinematograph Film Council as of Sept. 30, last.

The previous chairman, Lord Drogheda, had intimated that he did not wish to be considered for reappointment.

'Contessa' Midwest Bow in Chi. Today

United Artists' "The Barefoot Contessa" will have its Midwest premiere today at the United Artists Theatre in Chicago.

"The Barefoot Contessa" currently is in the third week of its world premiere engagement at the Capitol Theatre in New York.

12 Industry Leaders Are Chairmen for Joint Defense Appeal

Honorary chairmen of the Joint Defense Appeal campaign in support of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith now comprise 12 of the leading executives of the industry. They are Barney Balaban, Robert S. Benjamin, Harry Brandt, Jack Cohn, Simon H. Fabian, Leonard H. Goldenson, Arthur B. Krim, Herman Robbins, Sam Rosen, Spyros P. Skouras, Richard F. Walsh and Major Albert Warner.

Leon Goldberg

The nation-wide effort will be highlighted in New York by a testimonial luncheon Oct. 27 honoring the trade press at the Hotel Astor. The announcement was made by William J. German, JDA division chairman.

Louis Phillips, of Phillips, Nizer, Benjamin & Krim, is serving as luncheon chairman, and Leon Goldberg, of United Artists Corp is treasurer. Martin Levine is JDA chairman of the Cinema Lodge of B'nai B'rith, co-sponsor of the luncheon.

Name Chairmen for Tri-State Conclave

MEMPHIS, Oct. 19.—Alton Sims of Memphis and Nona White of Little Rock have been named chairman and co-chairman, respectively, of the annual convention of the Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi to be held here Dec. 6-8.

Product, new techniques, concessions and the encouragement of independent production are items on the agenda.

Albert, Jack Warner Increase Holdings

WASHINGTON, Oct. 19.—Maj. Albert Warner, vice-president of Warner Brothers Pictures, Inc., has purchased 4,500 shares of WB stock, increasing his beneficiary holdings to 31,000 shares and his direct holdings to 160,000 shares, the Securities and Exchange Commission reported.

Jack L. Warner, vice-president, also bought 5,000 shares increasing his beneficiary holdings to 13,400 shares, increasing his direct holdings to 295,499 shares, the SEC reported.

Goldwyn's $25,000 Aids Charity Drive

HOLLYWOOD, Oct. 19.—Samuel Goldwyn, first president and founder of the Permanent Charities Committee, has donated $25,000 to this year's campaign, which starts Nov. 1. Campaign chairman Ralph Claire said Goldwyn has been the highest donor throughout PCC's fourteen years.

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EDMUND PURDOM
He romances!

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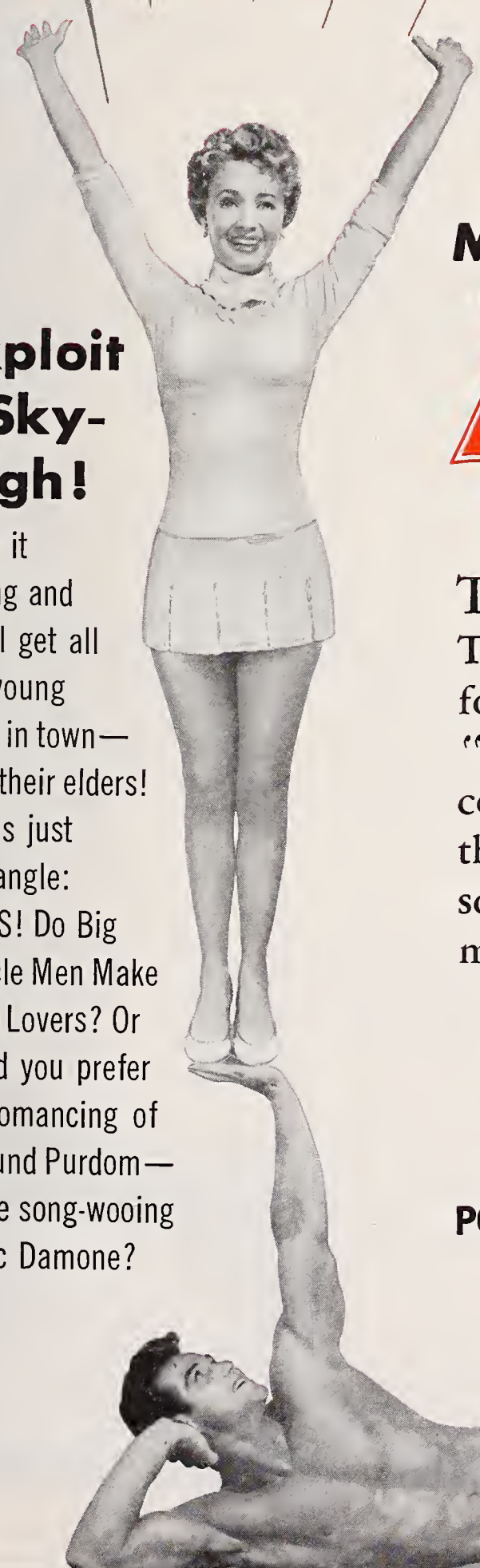

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Theatre Color TV by RCA

LOS ANGELES, Oct. 19.—Development of an RCA theatre color television system which projects large-screen TV pictures in sizes up to 15 by 20 feet were described here yesterday by J. E. Volkmann, engineer of the Radio Corporation of America, in a paper delivered before the meeting of the Society of Motion Picture and Television Engineers at the Ambassador Hotel here.

The paper, entitled "Large Screen Color Television Projection," was prepared by L. L. Evans and R. V. Little, Jr., engineers for RCA in Camden, N. J.

Theatre-Size Picture

The new system projects theatre-size color television pictures with good resolution and highlight brightness, he said. The highlight brightness is approximately five foot-lamberts on an embossed aluminized screen. The combined kinescopes and optical systems utilize the full bandwidth of the color television signal.

The experimental color system, which can also be used for theatre projection of black-and-white television pictures, is basically similar to RCA's monochrome theatre system, Volkmann said. However, whereas the latter utilizes a single optical system, the color projector employs three 26-inch Schmidt-type optical systems —one for each of the three primary colors, red, green, and blue. In addition, the color system requires a decoder, two additional video amplifiers, and increased scanning power.

Decoder Is Vital

The decoder is the heart of the theatre color TV system, Volkmann explained. It "extracts" the color information from the incoming video signal and combines it in proper proportion with the brightness information in the video signal to form the red, green, and blue signals. The red, green and blue outputs drive the equipment's three television picture tubes.

The new system also represents advances which have been made in recent years in Schmidt-type optical systems, he said. These advances have resulted in important improvements in detail contrast in the projected picture. The improvement at 300 lines, for example, is in the order of three to one.

Mitchell, Oberfelder Promoted at ABC

Robert E. Kintner, president of the American Broadcasting Co., yesterday announced the executive promotions of John H. Mitchell to vice-president in charge of the ABC television network and Ted Oberfelder to vice-president and general manager of WABC-TV, ABC's owned TV outlet here, both promotions becoming effective on Nov. 1.

Mitchell is currently in charge of the ABC television station while Oberfelder has charge of WABC, the network's radio station in New York City. Oberfelder's successor at radio station WABC will be announced shortly.

Mitchell, who joined ABC in Chicago during 1953, was formerly with Balaban & Katz Corp. in charge of that circuit's Indiana theatres owned by a B & K subsidiary company. Oberfelder joined ABC in 1945 as a member of the network's advertising and promotion department.

SARNOFF FORESEES ELECTRONIC LIGHT EMERGING FROM TV STUDY

ST. LOUIS, Oct. 19.—Electronic light, a far-reaching revolution in lighting, bids fair to be produced as the result of television research, Brig. General David Sarnoff, chairman of the board of the Radio Corp. of America, announced here today at a St. Louis Chamber of Commerce luncheon in observance of "Light's Diamond Jubilee."

Describes Development

General Sarnoff, recalling that it was the intensive search for high-efficiency fluorescent materials for the television screen that led to the development of the fluorescent tube as the rival to incandescent light, declared:

"We are now engaged in the development of a new form of light—electronic light. This new form seems destined to carry forward the great work sparked by Edison and is likely to loom ever larger in public consciousness as this development progresses."

General Sarnoff said that the story, or at least the climactic chapter in the story, began as recently as 1951.

"On the occasion of the 45th anniversary of my association with radio," he recalled, "I suggested to the research men who were gathered at our Princeton Laboratories that they invent three 'presents' for me by the time the 50th anniversary arrives in 1956.

"All my suggestions sounded 'impossible' but those of us who are unhampered by too much knowledge of the obstacles have more confidence in the scientists than the scientists sometimes have in themselves. Personally, I have always proceeded on the theory that whatever the mind of man can imagine, the mind of man can ultimately produce.

Made Three Requests

"In any case, I asked them first for a magnetic tape recorder for television programs; second, for an electronic air-conditioner; and third, for a true amplifier of light. And amazingly, there is reason to believe I shall receive all three of these anniversary presents within the time I specified."

"I am convinced," said General Sarnoff, "that electronic amplification and conversion of light will enrich life for all of us. A first benefit from this research will be bigger and brighter television pictures in the home. I believe that the TV tube of today will eventually be eliminated. It will be displaced by a thin, flat screen like a picture on a wall. Or, it may be an easel-like frame that will set on your living-room table and, being portable, can be moved to any other part of the room or house. If desired, the same program could be received on a number of screens in different rooms of the house.

No Cabinet Needed

"The pictures could be controlled from a little television box no bigger than a jewel case or a cigar box. No cabinet will be required. The television box will contain all the controls —tuning, volume, light, station selector —and a knob will enable you to make the image larger or smaller, and in black-and-white or in color to suit your eye and your mood."

AB-PT Net

(Continued from page 1)

the first six months so that for the nine months, net operating profit after taxes was $3,127,000 or 68 cents per share of common stock as compared with $3,182,000 or 71 cents per share in 1953, Goldenson said.

Capital gains (net) for the third quarter and for the nine months were $10,000 and $86,000, respectively, as against $63,000 and $4,377,000 in 1953. The latter figure was due principally to the sale of television station WBKB in Chicago following the merger with ABC.

The improvement in earnings was despite increased depreciation charges due to the installation of new theatre wide screen and sound equipment and a loss sustained by the ABC division, which loss included certain additional non-recurring costs, it was stated. The estimated cash throw-off for the third quarter and the first nine months increased by $649,000 and $838,000, respectively, over the corresponding periods of 1953.

Goldenson stated that theatre business in the third quarter was better than in any similar period since the company's inception on Jan. 1, 1950. The improvement was said to be due primarily to the greater number of fine pictures released. He said that while the present trend is encouraging, the problem of sufficient supply of product still exists and the company was continuing to encourage additional production from all possible sources.

As had been anticipated, the third quarter for the ABC division, the weakest broadcasting period, was not profitable. Recent organizational changes resulting in additional non-recurring costs during the quarter are expected to result in greater efficiency and economy in subsequent periods. ABC sustained a sizeable loss in the programming of the NCAA college football series, of which approximately 25 per cent was taken in the third quarter and the remainder will be taken in the fourth quarter. Goldenson said that certain risks must be taken to obtain high calibre programs as in the case of the NCAA football games, in order to build a strong television network.

Record Coverage Given

The games, considered the outstanding fall sports series, enjoying greater coverage than in previous years and attracting one of the largest television audiences to watch a sport series, have brought added prestige to the network, Goldenson said. He stated that barring any unforeseen changes, in the fourth quarter the increase in the number of sponsored programs and the economies effected will substantially offset the NCAA loss.

Swedish Film Here

The American premiere of "Illicit Interlude," a new Swedish film starring May Britt, Alf Kjellin and Berger Malsten, will take place at the Plaza Theatre here on Oct. 26, following the current engagement of "Ugetsu."

People

Earle Keate, United Artists exploiteer, has been appointed to cover the entire Pacific Northwest. Keate has been handling special assignments for UA since 1939.

¤

F. K. Haskell of Salem, Ore., and correspondent for **Motion Picture Daily,** has had his book-length novel, "Valley of the Santiam," accepted by the Vantage Press of New York.

¤

Howard Blackmore, member of the Sales Executives Club, American Public Relations Association and the Hotel Managers Association, has been appointed sales manager of Charles E. Skinner Productions.

¤

Sygmund Rossilliano has been named assistant manager of the Poli Palace, Hartford. Rossilliano was formerly at Loew's Poli in New Haven.

¤

Oscar Ruby, Columbia branch manager in Cleveland, is taking an extended leave of absence to convalesce from an illness which has hospitalized him for the past three weeks.

¤

Albert R. Lessow, formerly assistant manager of Loew's Palace, Hartford, has been shifted to a similar post at Loew's Poli, Bridgeport.

Johnston, Arnall

(Continued from page 1)

which have rectified conditions complained of, concluded:

Resolved, that the Council expresses its congratulations and gratification to Johnston and Arnall for the agreement between their export trade associations, opposing payment of subsidies to foreign film industries, and approves and supports wholeheartedly the Department of State's policy in opposing such subsidies."

WB and SDG Sued By Music Director

HOLLYWOOD, Oct. 19. — The Screen Directors Guild today declined comment for publication on a $220,000 suit filed in Superior Court by Ran Heindorf against the Guild, 20 Guild members, and Warner Brothers. The suit is based on Heindorf's contention that Warner Brothers, for whom he has been music department head since 1948 and for whom he has served on many pictures theretofore as music director, now declines to give him screen credit as musical director on the ground that the clause in the SDG contract with all studios prohibits the use of the word "director" or any variant as screen-credit except when applied to the director of a picture.

The suit asks $20,000 damages from the Guild and 20 named members, and $200,000 from Warners, together with a judicial order compelling the studio to restore screen-credits to music directors.

Poli Bridgeport House at 25c Top

HARTFORD, Oct. 19. — Loew's Poli-New England Theatres, Inc., has reopened the long-shuttered Globe, Bridgeport, with 25 cent top admission scale at all times. Children are admitted for 10 cents, according to Harry F. Shaw, division manager. Albert R. Domian, formerly assistant manager of Loew's Poli, Bridgeport, is manager.

N.Y. Theatres

(*Continued from page* 1)

the city in the suit, has until Nov. 20, an additional 15 days, in which to file a respondent's brief as the December term of the court opens on Nov. 29.

Five justices will sit on the bench when both sides present their arguments in the admission levy suit, it was learned. The justices will be selected from a roster of six judges assigned to the court. The six are: Presiding Justice Gerald Nolan, Associates Justices Frank F. Adee, Henry G. Wenzel, Jr., John MacCrate, Frederick G. Schmidt, and George J. Beldock.

G.F.W.C. Leaders See 'Black Widow'

One hundred and fifty-five officers of the General Federation of Women's Clubs were the guests of 20th Century-Fox here yesterday for breakfast and a special preview showing of "Black Widow," CinemaScope production opening next Wednesday at the Roxy Theatre.

Edward E. Sullivan, publicity manager of 20th Century-Fox, and Arthur De Bra, community relations director of the Motion Picture Association of America, were hosts at the breakfast-screening, attended by the organization's board of directors, national officers, heads of departments, and state federation presidents. The affair highlighted the annual G.F.W.C. board of directors currently meeting in the East.

Tushinsky Lens in Paris

PARIS, Oct. 19.—The Tushinsky lens was demonstrated here today for exhibitors and other interested parties, following a similar recent demonstration in London.

Joseph Tushinsky and his brother are scheduled to show the lens in Rome on Oct. 26 before returning to London to supervise its production.

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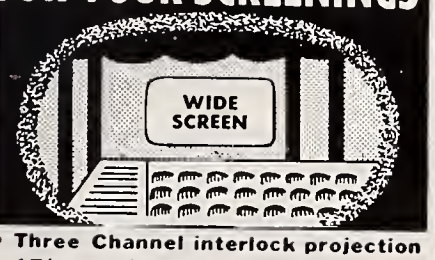

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Reviews

"Phffft"

(*Columbia*)

WHEN Judy Holliday and Jack Lemmon, married for eight years, split up and divorce, the audience knows pretty well that the pair will be back together before the final fadeout. It is all very obvious, but the episodes and interludes between the split-up and the reconciliation, comprise a series of hilarious events that had a "sneak" preview audience in what is tritely called, stitches.

George Axelrod has designed a story and screenplay with strictly adult flavor. Some of the sequences border on the risque and some of the dialogue is not exactly puritanical, but for flimsy, frothy entertainment, "Phffft" meets all the requirements.

As usual, Judy Holliday gives a star performance and Lemmon's comedy talents blend appealingly with Miss Holliday's own brand of humor. Her timing appears to be perfect and she knows how to milk a scene to get the most out of it. Producer Fred Kohler and director Mark Robson have surrounded Miss Holliday and Lemmon with stellar support, particularly Jack Carson and Kim Novak, both of whom get co-star billing.

Miss Holliday, a successful writer of TV soap operas, and Lemmon, an attorney, break up their marriage after eight years. Lemmon blames her mother and Miss Holliday blames Carson, Lemmon's close friend, for the romance going phffft. Lemmon, after the divorce, moves in with Carson, a theatrical producer, who tries to get Lemmon interested in other women. Miss Holliday's mother tries hard to get her daughter interested in other men. Their efforts in those directions are successful only to the point of having dates, but the sum total of their experiences only convinces them that they have never lost their love for each other and so, naturally, they are re-united.

Miss Novak makes the most of an entertaining role as a potential girl friend for Lemmon, while Carson provides laughs as the play-boy type who seeks to develop a romance with Lemmon's ex-wife. Luella Gear is excellent as Miss Holliday's rattle-brain mother.

Others in the good supporting cast are Donald Curtis, Donald Randolph, Arny Freeman, Merry Sanders and Eddie Searles.

Running time, 91 minutes. Adult classification. Release date not set.

AL STEEN

"The Black Knight"

(*Warwick-Columbia*)

LIFE, love and combat during the days of King Arthur and the Knights of the Round Table in Camelot are presented by Warwick Productions in this saga which stars Alan Ladd and Patricia Medina in a vehicle which should please most audiences. Having much in common with other recent films of this era, the picture presents Ladd as the Black Knight who takes a full course of training for knighthood, together with incidental strife and adventure, and in time, engages in armored conflict to the death with his adversaries.

Exciting in its frequent and varied clashes and melodramatic in its final climactic battle scenes which have literally thousands taking part, Ladd bounds about with reckless abandon at times and engages the enemy in pell-mell combat in order to save the beautiful Miss Medina.

Ladd is new to the ranks of Hollywood and British actors who have been cast as a commoners battling their way into knighthood. This British-made action spectacle is produced in color by Technicolor by Irving Allen and Albert R. Broccoli and directed by Tay Garnett. The story mainly deals with Ladd, who portrays a young swordmaker, getting involved in a plot to dethrone King Arthur, and his efforts to reach a station in life where he may ask for the hand of Miss Medina in marriage.

The young swordmaker is suspected of cowardice when his master's castle is sacked and pillaged, when actually he had ridden out of the castle hoping to catch one of the enemy. One of King Arthur's loyal knights coaches Ladd in the ways of jousting and swordplay and aids him in disguising himself as the Black Knight, who seeks out the men who plan the downfall of Camelot. Carrying out a one-man campaign in which countless heads roll, Ladd foils an attempted Saracen plan to storm King Arthur's court after escaping from a prison dungeon. There is no let-up in the action as Ladd's exploits are registered on the screen.

Others in the cast are Andre Morrell, Harry Andrews, Peter Cushing, Anthony Bushell and Laurence Naismith. The story and screenplay were by Alec Coppel and the music composed by John Addison and played by the Royal Philharmonic Orchestra.

Running time, 85 minutes. General classification. November release.

LESTER DINOFF

'Scope in 300 Army Theatres by June

WASHINGTON, Oct. 19.—By the end of June close to 300 of the Army and Air Force Motion Picture Service theatres in continental U.S. will have installed CinemaScope equipment and wide screens.

To date about 140 AAMPS theatres have completed CinemaScope installations. Not all of those completed or contemplated will have stereophonic sound, however, the AAMPS announcement said.

Alexander Prods. To New Quarters

Robert Alexander Productions, Inc., has moved to larger offices at 230 West 41st Street, here, it was announced by Steve Cochran, president, whose non-professional name is Robert Alexander Cochran; hence the name of the firm, which will produce plays, films and television shows under an independent producing set-up.

Other officers of the company are Harrison Reader, treasurer, and Samuel J. Green, secretary.

Four Features for 25c in Spokane

SPOKANE, Wash., Oct. 19.— Four features for 25 cents is the new policy of the Rex Theatre here, requiring a patron to sit for almost a full day to see the program. The initial bargain-week featured "The Cruel Sea," "Stranger on a Train," "Silver Whip" and "Champ for a Day."

Censors

(*Continued from page* 1)

constitutional rules on freedom of expression.

Evidence showed, the court decreed, that the particular expression as used in the film has been regarded as inoffensive by many qualified persons and that it seemed to be "objectionable only to a segment of society to which the particular members of the Maryland board happen to be a part."

Asserting that the court had highest respect for purposes of the board in protecting immature moviegoers, the judge said he still had to conclude that the word was not used in a grossly vulgar manner in the picture dialogue.

Judge Cullen cited the testimony given by Sydney R. Traub, chairman of the censor board and pointed out that the words "rot in hell" in another section of the same film, had been passed by the censors despite Traub's own testimony that the board had "invariably" deleted the word for the past 15 years.

U-I Film and Hudson For TOA Conclave

As features of the Theatre Owners of America convention to be held Oct. 31 through Nov. 4 at the Conrad Hilton Hotel, Chicago, Rock Hudson will make a series of personal appearances and Universal-International's forthcoming "The Far Country," starring James Stewart and Ruth Roman, will be privately shown for all delegates of TOA, TESMA, TEDA and IPA.

Other Hollywood personalities scheduled to appear include Elaine Stewart, Kim Novak and Robert Francis.

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National Pre-Selling

Building advance interest

Featured in the current issue of "Collier's" in full color is this framed portrait of Marlon Brando as Napoleon, "complete with frown to forelock." It is accompanied by an illustrated story on the facing page, dealing with the make-up technique and character study used by Brando for his role in 20th-Fox's forthcoming "Desirée." The motion picture was adapted from the best-seller novel and will premiere with a "command performance" at the Roxy in November.

•

"Woman's Home Companion" devotes an entire page to a review and picture layout of "White Christmas" in the November issue. The "Companion's" reviewer reports Paramount's spectacular new musical glistens with stars, Irving Berlin music and VistaVision.

•

"Life," has selected MGM's "Beau Brummell" as the picture of the week for review in the current issue. Under the title "A Prince and a Fop," "Life" devotes two pages to a picture layout that could be blown-up and used for attractive lobby and theatre front displays.

Also in the issue two pages are given over to Ava Gardner, star of "The Barefoot Contessa," shown as she is being photographed by Philippe Halsman.

•

"Redbook" selected "Cinerama Holiday," as the Silver Cup Candidate for the November issue.

Florence Somers, "Redbook's" editor reports, "For excitement and out-of-the ordinary entertainment, "Cinerama Holiday" is hard to beat. Where else can you have the fun of traveling in Europe and America for the price of two movie tickets?"

•

A striking two and a half page ad on UI's "Bengal Brigade" appears in the current issue of "Look." More than one page is devoted to a listing of some of the theatres which will play "Bengal Brigade" during the four week period starting Oct. 27.

•

Louella Parson's "Movie Citations" in "Cosmopolitan's" November issue are: "A Star Is Born," best production, "Dragnet," best melodrama; Grace Kelly, best female performance in "The Country Girl," and Jack Palance best male performance in "Sign of the Pagan."

WALTER HAAS.

CEA Okays

(*Continued from page* 1)

several months ago reportedly as a protest against the Association's officers' attitude in the matter of the negotiations on the new Eady levy.

In the course of a short meeting between the parties Rank made it clear that he had no intention of returning to the fold. The Rank resignation makes a serious dent in CEA finances. Dues paid by his theatres amount to around £11,000 annually out of CEA's total income of £56,000 a year.

Indications are, in view of Rank's stand, that CEA's members face an increase in dues.

Moby Dick

(*Continued from page* 1)

should be finished in January rather than in December, with the release by Warner Brothers scheduled for late summer.

Moulin Productions, Crown explained, has tendered 70 per cent of the financing for the picture and Warners the other 30 per cent on the first $3,000,000, with Moulin putting up the additional $1,000,000.

Location shooting has been done off the coast of Madeira, a Spanish whaling seaport, in addition to shooting off the coasts of Britain and Ireland.

The next two co-productions set by Moulin, Crown continued, will be "I Am a Camera," and "The Story of Esther Costello."

The $4,000,000 allotted for "Moby Dick," Crown maintained, represents the highest budget allotment for a picture by an independent producer.

Siegel V-P

(*Continued from page* 1)

mount studio, was with the Cleveland "Press" and Scripps-Howard newspapers for 19 years before going to Hollywood in 1945. Siegel headed three delegations to the Royal Film Show in London and co-produced the show's stage presentation in 1947. He is a member of the British committee this year.

International Associates represents Peter Rathvon's European productions, George Lourau, French producer and distributor, and others.

Arbiter Rules for Exhibitors in U.K. 'Break-Figure' Tiff

By Staff Correspondent

LONDON, Oct. 19. — Exhibitors through their Association scored a signal triumph over the distributors in the decision of Cyril Salmon, Q. C. in regard to the break-figure dispute.

Following the acceptance of the Eady Plan four years ago, the KRS (distributors) passed a resolution virtually ending individual negotiations on break-figures; the plea being that that was the only effective method of ensuring that exhibitors would not seek to recover any part of their contribution provided for in the Plan by a reduction in film rentals.

After a prolonged wrangle the two Associations agreed to submit their respective cases to Salmon, and agreed further to accept his "advice" as binding. Salmon's ruling, upholding the exhibitors' position, said in part:

"If an individual exhibitor and renter cannot agree in their negotiations over a break figure contract either party should be able to refer the matter to the Joint Trade Committee, all members of which would approach the subject with a fresh and open mind. This would seem to me to give the renter almost as much protection as if the original negotiations were between the individual exhibitor and the KRS with a right of appeal to the Joint Trade Committee."

CEA to Fight Sunday Closing Law in U.K.

LONDON, Oct. 19.—The Cinematograph Exhibitors Association has appointed a committee to confer with the Home Secretary on a proposal for the introduction in Parliament by the government of amending legislation which would abolish the Sunday theatre closing law applicable to all houses which do not contribute to charity out of the day's receipts.

The campaign for eliminating the 1932 legislation was inspired by a Yorkshire County council decision to increase the Sunday levy payable by theatres under its control from the present one shilling per seat per year to one penny per seat per performance. Exhibitors claim that would represent an increase of 800 per cent.

Anti-Toll-TV

(*Continued from page* 1)

channels as opposed to the paid distribution channels of theatre facilities and present-day TV.

The joint committee, composed of Theatre Owners of America and Allied representatives, in addition to other exhibition organization delegates, was said to feel that it saw no reason why the government through the allotment of air time should subsidize subscription TV, while other entertainment media conforms to the free enterprise system.

Progress Can't Be Stopped, Says Zenith's McDonald

Obviously much concerned about the exhibitors' campaign to combat subscription television, Commander E. F. McDonald, president of Zenith Radio Corp., yesterday issued a lengthy statement, the gist of which was "Progress can't be stopped."

Production at RKO

(*Continued from page* 1)

"Bow Tamely To Me," starring Barbara Stanwyck, Robert Ryan and David Farrar, and the Nat Holt production company's "Seven Bad Men," starring Randolph Scott with Mala Powers. Both films are photographed in Superscope and Technicolor.

Set to begin filming within the next three weeks are "The Girl Rush," starring Rosalind Russell, produced by Frederick Brisson's Independent Artists and to be photographed in Technicolor and VistaVision, and "The Syndicate," with an all-star cast, produced by the King Brothers in Superscope and Technicolor. In preparation are the first Edmund Grainger grade "A" production, presently untitled, which will be filmed in wide-screen and Technicolor, and the Prize Production film which will be in Superscope and Technicolor.

WB's Girl Scout Film

HOLLYWOOD, Oct. 19.—"Mariners Ahoy!", a two-reel Technicolor film made by Warner Brothers with cooperation of the Girl Scouts of America, has been placed on the studio's short schedule for early release.

Aboaf Tells of U-I Overseas Business Rise

(*Continued from page* 1)

Philippines, Hong Kong, Indo-China, Thailand, Singapore, Indonesia, Burma, India, Egypt, Italy, Greece, France and England, besides presiding at the U-I Far East sales convention in Tokyo earlier.

Tremendously optimistic about the company's future, Aboaf said that "this will be a record-breaking year for U-I foreign-wise as well as domestic with the next 12-month period, ending Oct. 31, 1955, being even higher." He pointed to his company, as well as industry-wide business as putting emphasis upon quality over quantity in American product as the reason.

Exhibitors throughout the world are showing high interest in Universal product due to the success which the highly diversified films have atttained in other territories at the box office, Aboaf asserted. "Universal has many 52-week theatres around the globe exhibiting our product which is suited for all types of houses with wide CinemaScope, wide-screen or average size screens," he said. All types of prints are also available to an exhibitor, he added.

Universal product is holding its own, as well as all American product, in areas where local production, especially in France and Italy, is making big inroads into the playing time, Aboaf said. "The quality of U.S. films, which are the backbone of the world market, is holding its own against these inroads into exhibition despite local improvements in production," the film executive stated.

Despite the economic conditions in several nations, the theatres are doing big business and the local industry should be encouraged further in building more and better theatres as the public demands much in film entertainment, he said. It is understood that "The Glenn Miller Story" has already grossed an estimated $3,000,000 foreign wise, surpassing "The Egg and I."

The 16mm. business in Siam is improving steadily as that country's economic situation doesn't allow much construction of permanent 35mm. installations, Aboaf said. "Business is on the upswing all over," he added.

Commenting on the Tokyo convention of all Universal Far East representatives, Aboaf said that "much good came out of it as all of the company's people met and discussed mutual industry problems besides those problems which occur in the separate divisions."

In concluding his report on Universal product, operations and the general industry situation, Aboaf said that "quality continues to improve box office business all over, but in situations where the novelty of wide-screen is new, business is especially very good."

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 78 NEW YORK, U. S. A., THURSDAY, OCTOBER 21, 1954 TEN CENTS

Sees 'Menace'

Calls Toll TV 'Real Threat' To Exhibition

Kerasotes Tells TOA Unit Of 'Monopoly' Dangers

PEORIA, Ill., Oct. 20.—"A very real and ominous threat" to motion picture exhibition is poised by "coin-in-the-slot TV," as currently proposed by petitions pending before the Federal Communications Commission, George Kerasotes, executive committee member of Theatre Owners of America, declared here.

Kerasotes, speaking before a regional meeting of the United Theatre Owners of Illinois, reported on his attendance at a recent conference on toll TV, held in Chicago, with representatives of TOA, Allied, and other exhibitor associations. He called toll TV's bid to utilize UHF TV stations a "new menace to exhibitors," because it will permit the stations to telecast first-run films and to collect a charge through the medium of coin-operated decoder attachments on the TV sets.

This will create a new communications monopoly in the hands of a few

(*Continued on page 6*)

Broadcast Revenue By TV in 1953 Up 33% Over '52 Total

WASHINGTON, Oct. 20. — The television industry's total broadcast revenues in 1953 rose 33 per cent over the 1952 total, the Federal Communications Commission reported today.

Total television revenues before Federal income tax were $432,700,000 in 1953, as compared with $324,200,000 in 1952.

Television broadcast income — net income after deduction of expenses but

(*Continued on page 9*)

Illinois TOA Unit Elects Marchesi

ROCKFORD, Ill. Oct. 20.—August Marchesi of Amboy was elected regional vice president of the Rockford area of the United Theatre Owners of Illinois at a meeting of this regional group.

Russell Lamb of Oregon and Oscar Granquist of Rockford were elected to the board of directors. Jim Lamb

(*Continued on page 6*)

51 'U' Shorts; 1 Vistarama

Universal Pictures will release 51 short subjects during the 1954-55 season with color and comedy predominating and designed to provide the widest possible appeal for their customers, Irving Sochin, short subjects sales manager announced yesterday.

Irving Sochin

Among the one-reelers in color will be a subject titled "Speed Sub-Zero," the company's first short subject filmed with an anamorphic lens in the Vistarama

(*Continued on page 9*)

Fellowships Given 16 By the SMPTE

HOLLYWOOD, Oct. 20. — Sixteen members of the Society of Motion Picture and Television Engineers were awarded fellowships tonight at the organization's semi-annual banquet. They are: Philip G. Caldwell, John R. Clark, Jr., Albert A. Duryea, Ralph H. Heacock, Armin J. Hill, Lester Isaac, U. B. Iwerks, George Lewin, Everett Miller, Harry F. Olson, Richard H. Ranger, Reid H. Ray, Hazard E. Reeves, Ralph A. Tearle, R. Edward Warn and James L. Wassell.

Telemeter Thinking

Exhibition, Toll TV Can Be Friends: MacNamara

Exhibition and toll TV interests can work harmoniously together rather than being in conflict with one another, it was contended here yesterday by Paul MacNamara, advertising and publicity head of International Telemeter, the toll TV company which is partially owned by Paramount Pictures.

MacNamara, here from the Coast to discuss Telemeter's new plans for next year with Paramount officials, said exhibition should try to work with toll TV rather than setting up a "hue and cry," referring to the recent formation of a joint exhibition committee to combat subscription television.

He then referred to the Telemeter test in Palm Springs, Calif., last spring in which a local exhibitor acted as distributor of the toll TV picture, in addition to having the same picture play at his theatre. The Telemeter official compared the potential role of exhibition in toll TV as that of a city department store which has suburban outlets, underscoring that the exhibitor in Telemeter's thinking plays a vital role in the distribution of the film on the toll TV programming, with toll TV being another outlet for his film, broadening his possible gross.

Telemeter, MacNamara went on, in response to another question, is preparing its petition to the Federal

(*Continued on page 6*)

Fox Lists 26 'Scope Shorts

Twentieth Century-Fox will release a program of 26 CinemaScope short subjects, all in color, during 1955, raising from 18 the number of subjects being offered this year in the new entertainment medium, Lem Jones, short subjects sales manager of the company, announced yesterday.

Lem Jones

Representing 20th Century-Fox's most ambitious production effort in the shorts department, the line-up will cover a wide variety of subjects, including sports, travelogues spotlighting countries in the headlines, adventures of a cameraman, and a

(*Continued on page 9*)

'Hansel and Gretel' Will Be Released By RKO Radio

J. R. Grainger, president of RKO Radio Pictures announced yesterday that he had concluded negotiations with Arthur Gray, Jr., president of Michael Myerberg Productions, for the worldwide distribution of "Hansel and Gretel."

Backed by unanimously exceptional critical acclaim, the Technicolor feature finished the opening week of its

(*Continued on page 6*)

Censoring Is Outside FCC Province: Hyde

WASHINGTON, Oct. 20. — The Federal Communications Commission chairman, Rosel Hyde, told a Senate subcommittee today that neither the FCC nor any other Government agency should attempt to maintain television program standards by acting as a censorship board. Hyde told the Juvenile Delinquency Subcommittee,

(*Continued on page 6*)

NEW MOVIETIME, U.S.A., TO BE CONSIDERED BY COMPO'S BOARD

A suggestion for a new Movietime U.S.A. or a national "go-to-the-movies month" will be among the headline items for discussion at the annual meeting of the board of directors of the Council of Motion Picture Organizations which has been set tentatively for Nov. 15-16 at the Astor Hotel here.

Other projects that will come before the board are:

An audience poll to choose the best picture of the year, an industry television program, a liability insurance plan, industry political action on national, state and local levels against admission taxes, distribution and exhibition of "This Is Your Army," a film produced for the Department of Defense; audience development plans, a Hollywood round-table meeting of representatives of production, distribution and exhibition, expansion of COMPO's membership, COMPO financing, reappointment of committees and recommendations by industry charter members.

Expect 500 Today at Boasberg Luncheon

More than 500 will gather at the Astor Hotel here today at the luncheon which will salute Charles Boasberg's association with Distributors Corp. of America after many years with RKO Radio. Walter Reade, Jr., will preside and Robert O'Donnell, general manager of the Interstate Circuit of Texas, will be toastmaster.

On the dais, in addition to the above, will be Harry Brandt, Ned Depinet, Emanuel Frisch, Joseph Kaufman, Maurice Miller, Samuel Rinzler, Fred J. Schwartz, Wilbur Snaper and Irving Wormser.

Personal Mention

BARNEY BALABAN, president of Paramount Pictures, returned to New York yesterday from Hollywood.

•

SIR KENNETH M. CLARK, K.C.B., chairman of England's Independent Television Authority, will arrive in New York today from London aboard the "Ile de France."

•

SIDNEY SCHAEFER, Columbia Pictures director of media and printed advertising, left here yesterday by plane with MRS. SCHAEFER for the Coast.

•

MERVIN HOUSER, assistant to PERRY LIEBER, RKO Radio national director of publicity and exploitation, arrived here yesterday from Hollywood.

•

HARRY MANDEL, RKO Theatres publicity chief, is in Washington from New York.

•

CECIL BEATON, scenic designer, will arrive in New York from London today via B.O.A.C. Monarch.

•

DORE SCHARY, M-G-M vice-president in charge of production, will leave here today for Boston.

•

WILLIAM PERLBERG and GEORGE SEATON, producers, will arrive here from the Coast on Monday.

•

JACK H. LEVIN, of Certified Reports, has returned to New York from Chicago.

•

JOSE FERRER will arrive here on Monday from Hollywood.

•

SKIP HOMEIER has arrived in New York from Hollywood.

Coast Court Confirms Jarrico Verdict

HOLLYWOOD, Oct. 20. — The State District Court of Appeals today confirmed the Superior Court verdict in Paul Jarrico's 1952 suit against RKO Radio seeking $100,000 damages for removal of his screen-credit from "The Las Vegas Story" on the grounds that he had brought himself into "public disgrace or ridicule" by refusing to answer questions put by the House Un-American Activities Committee.

The lower court had ruled the studio was within its rights as stipulated in his employment contract.

The case was widely headlined when first brought to trial.

'Sitting Bull' Here on Thanksgiving Day

"Sitting Bull," United Artists' first release in CinemaScope has been set for a New York holiday premiere at the Mayfair Theatre on Thanksgiving Day, Nov. 25.

"Sitting Bull" follows UA's "Suddenly" at the Broadway showcase.

Canadian Drive-ins Now Total 174

OTTAWA, Oct. 20.—Canada's drive-in theatres increased by 70 last year to 174 and their paid admissions rose by 2,755,202 or almost one-third to 11,134,788 Canadian government reports. Receipts, including taxes, climbed to $6,548,209 from $4,949,816 in 1952.

Set Celebrity Ball For New Year's Eve

Mrs. Seymour D. Hesse, president of the women's committee of United Epilepsy Association, in affiliation with the Variety Club of New York, announced yesterday that plans are being completed for the second annual celebrity ball. The ball will be held again in the Sert Room of the Waldorf Astoria Hotel on New Year's Eve, and the proceeds will go to the United Epilepsy Association, which supports the Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center.

Four Co-Chairmen

Co-chairmen of the committee are Mrs. Arde Bulova, Mrs. Hugh Casey, Mme. Andre Dubonnet and Mrs. Budd Getschal. The tentative program includes dancing, entertainment and a midnight supper.

The women's committee will publish a "Celebrity Journal" for distribution at the ball. Co-chairmen of the journal committee are Mrs. William J. German, Mrs. Harold Kolbert, Mrs. Edward Rubin and Mrs. Morty Weil.

Invitations at $100 for two, are available from the women's committee at 140 West 58th Street.

20th-Fox Sales Meet Opens in Toronto

William C. Gehring, 20th Century-Fox executive assistant general sales manager, and Arthur Silverstone, assistant general sales manager, are directing a two-day sales meeting in Toronto. The conference, called by Al Lichtman, distribution director, will formulate merchandising plans on forthcoming releases and will review generally the sales policy of the company. Gehring and Silverstone are being assisted by Peter Myers, Canadian division manager of the company.

Canadian division branch managers attending are Robert A. Cringan, Calgary; G. L. Chernoff, Montreal; R. G. March, St. John; V. J. Beattie, Toronto; J. E. Patterson, Vancouver, and J. H. Huber, Winnipeg.

Also attending the meeting are Clarence A. Hill, manager of exchange operations, and all salesmen from the company's six Canadian offices.

Reduces Scale

PORTLAND, Ore., Oct. 20.—Opening of "Rear Window," at Portland's Paramount theatre, listed prices on the first run at 75 cents-$1, whereas the majority of first runs still maintain $1.25 top admission price.

Irving Wormser to Head DCA Sales

Irving Wormser has been appointed vice-president and general sales manager of Distributors Corp. of America, it was announced by Fred Schwartz, president of DCA. Wormser will assume his new duties at DCA on Nov. 1.

In joining DCA, Wormser ends a 24-year association with Columbia Pictures where he had been with the executive sales staff.

Key executives of DCA now are Fred Schwartz, president; Charles Boasberg, general manager, and Wormser, vice-president and sales manager.

The newly formed company has announced distribution plans for 12 major films over a period of three years.

Recently announced pictures were Joan Crawford in "The Way We Are," "I Am A Camera" with Julie Harris, Shelley Winters and Laurence Harvey, "The Viking," produced by Milo Frank, "Finian's Rainbow," to be done as a cartoon feature and "Long John Silver."

Geo. Gladden Joins Academy Pictures

George S. Gladden, who for the past fourteen years has been head of the motion picture and film TV department of the J. Walter Thompson Co., has resigned to become associated with Academy Pictures, Inc., here, commercial film production organizations, it was announced by Edward L. Gershman, president of Academy.

Gladden, who will join Academy on Nov. 1, is considered one of the nation's foremost experts on commercial, industrial and educational film production, and was associated with Audio Productions as a writer-director and was also Eastern color director for Technicolor, Inc., prior to joining the J. Walter Thompson organization in 1940.

Circle Claims Print Speed-up Method

Circle Film Laboratories has developed a method for reducing the delivery time for TV reduction prints by 25 per cent, Herbert R. Pilzer, president of the company, announced. A 35mm film magazine that can hold seven reels at a time is employed. This, it is claimed, eliminates the time consuming necessity of reloading the printing machine seven times during the processing of a feature length picture.

Gene Milford Wins Film Editors Award

HOLLYWOOD, Oct. 20. — American Cinema Editors last night announced winners of its first annual critics' award for the year's best film editing, as determined by press critics in a mail referendum. Winners were Gene Milford, in the motion picture division, for editing "On the Waterfront," and Robert Leeds and Lynn Harrison, in tele-film division, for "Dragnet."

'Carmen' Selected for Academy Showing

Twentieth Century-Fox's CinemaScope production, "Carmen Jones," has been selected by the Academy of Motion Picture Arts and Sciences for a special forum showing in Hollywood on Sunday.

Otto Preminger, who produced and directed the Oscar Hammerstein musical, will share the spotlight at the forum following the screening of the picture before an audience of industry executives and celebrities.

Showmanship Award Judging Tomorrow

Judging of the entries received during the third quarter of this year for the Quigley Showmanship Award will be held in the Round Table office of Quigley Publications tomorrow morning.

The judges are Charles Hacker, manager of operations for the Radio City Music Hall; Jeff Livingston, Eastern advertising manager for Universal Pictures, and Rutgers Neilson, director of foreign advertising and publicity for RKO Radio Pictures.

Jimmy Fund Aided By All-Star Game

NORTH ATTLEBORO, Mass., Oct. 20.—A capacity crowd of more than 3500 persons were in attendance at the Community Field here this week, when two "big league" all-star teams played a baseball game under the lights for the benefit of two charities.

Both the Jimmy Fund (which benefits children afflicted with cancer) and the Community Fund were the recipients of the entire receipts.

The players participating in the game were: Art Houtteman, Cleveland Indians; Vic Raschi, St. Louis Cardinals; Chet Nichols, Milwaukee Braves; Max Surkont, Pittsburgh Pirates; Frank Shea, Washington Senators; Clem Labine, Brooklyn Dodgers; Mike Sandlock, Pittsburgh Pirates; Wes Westrum, New York Giants; Walt Dropo, Detroit Tigers; Frank Leja, New York Yankees; Ed Pellagrini, Pittsburgh Pirates; Johnny Pesky, Detroit Tigers; Sam Dente, Cleveland Indians; Dan O'Connell, Milwaukee Braves; Bill Gardner, New York Giants; Sid Gordon, Pittsburgh Pirates; Jim Piersall, Boston Red Sox; Maury McDermott, Washington Senators; Sam Mele, Boston Red Sox, Gene Hermanski, Pittsburgh Pirates; Bob Porterfield, Washington Senators, and Ron Northy, Philadelphia Phillies.

SW Dividend

At a meeting of the board of directors of Stanley Warner Corp., held on Tuesday, a dividend of 25 cents per share was declared on the common stock of the corporation, payable on Nov. 24 to stockholders of record on Nov. 3.

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Mexican Setup On Production Reorganized

MEXICO CITY, Oct. 20. — Reorganization of producers for better but lower cost production, decided upon recently by the "Big Four" of the trade—Cinex, which the Government formed to control distribution abroad; the trade's own bank, the semi official Banco Nacional Cinematografico, S. A., and the top independent home and foreign distributors, Peliculas Nacionales and Peliculas Mexicanas—has begun with the reshaping of Peliculas Nacionales. General reorganization of the trade was prompted, it was announced by Eduardo Garduno, who heads the bank and Cinex, because of "shocking" dwindling of playdate—a mere two or three days each—for Mexican pictures in Central and South America.

'Greater Yield Per Picture'

Garduno said reorganization of Peliculas Nacionales will "allow a greater yield per picture." He is the reformed company's new board chairman. The new board comprises the top producers, namely, Miguel Zacarias, Gregorio Wallerstein, Cesar Santos Galindo, Raul de Anda, Alfonso Rosas Prieto, Adolfo Lagos, Guillermo Calderon and Alfonso Orive Alba. The reformed company comprises 16 producers. Its original makeup was seven producers.

John Rust Forms Producing Firm

John Rust, who has been a member of the radio and television division of United States Steel Corp.'s public relations department since 1945, is resigning to open his own office, to be known as John Rust Productions, Inc.

Rust, who created, and with Talent Associates, co-produces the TV show, "Justice," announced that the top item on his production agenda is "Crossroads," which will star Faye Emerson in a new half-hour dramatic TV show based on Travelers Aid cases. Whether "Crossroads" will be filmed or presented live will be determined by Miss Emerson's rehearsal schedule for her forthcoming Broadway play, "Running Mate."

Horizontal Feed for VV in Coast House

HOLLYWOOD, Oct. 20. — The Stanley Warner Beverly Hills Theatre will be the second in the world to use horizontal projection for VistaVision when "White Christmas" is given a gala benefit premiere next Wednesday, Stanley Warner Pacific Coast zone manager Ben Wallerstein and Paramount vice-president Y. Frank Freeman jointly announced.

Century projectors especially built with horizontal feed for use with VistaVision on extra-large screens, as at the Music Hall, New York, are being installed in the Beverly Hills Theatre booth which, Wallerstein said "was spaciously constructed in anticipation of such developments when the house was built" and does not require remodeling to accommodate additional projectors.

The house seats 1,612, and screen is 50 feet wide.

Reviews

"Three Ring Circus"

(*Paramount-Wallis*)

(VistaVision) *Hollywood, Oct. 20*

PROBABLY the best idea anybody's had so far about what kind of subject to give Dean Martin and Jerry Lewis is this one of Hal Wallis'—an inspiration, no less—to place them in a circus and give 'em plenty of room in which to spread their stuff. That is what they do, for 110 solidly entertaining minutes, in what well may turn out to be their most profitable picture to date. It's in VistaVision, a process that makes the multi-colored circus scenes more compellingly genuine than any ever seen on a screen, and in Technicolor, which goes with VistaVision like butter on bread; and the boys have Zsa Zsa Gabor, Joanne Dru, Wallace Ford, Sig Ruman, Elsa Lanchester and the entire cast of Clyde Beatty's Circus going the merry distance with them. It can't miss.

The story and screenplay by Don McGuire opens with Dean and Jerry getting out of the Army in a financially depleted state and hiring out to the circus (which wears a disguised name in the film) as roustabouts. Early scenes showing the arrival, unloading and setting-up of the circus, are stunningly realistic in VistaVision, as are, later on, the scenes of circus performance on the high wire, the trapeze and so on. After a succession of screamingly funny incidents, not properly to be described in advance of seeing, Lewis ultimately attains his ambition, to be a clown, and Martin works up through personal-assistant of aerial-star Gabor to circus-manager for owner Dru. There are some side issues in the story—a drunken clown who opposes Lewis' progress, a managerial softness for gamblers on Martin's part, etc.—but these are unimportant pegs on which a technically indispensable but wholly incidental plot is hung.

The performance of the clown role by Lewis is far and away the funniest portrayal which that seemingly inexhaustible comedian has contributed to the mirth of the world, and is easily the top asset of the attraction. Martin, participating in the slapstickery on occasion, but representing the straight-man relationing principally, sings two songs in his customary flawless manner.

The extremely difficult direction is by Joseph Pevney.

For old, for young, for anybody and everybody, "Three Ring Circus" is a three-ring-circus.

Running time, 110 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER

"They Rode West"

(*Columbia*)

A WESTERN of standard design but nicely acted by all concerned, including Academy Award-winning actress Donna Reed, is offered in this Columbia release, which highlights the youngsters, Robert Francis and May Wynn, who were introduced to the public in "Caine Mutiny."

With this kind of cast, including the comparative veteran of such cowcountry proceedings, Phil Carey, the picture should have somewhat above-average appeal in the general action market.

The screenplay by DeVallon Scott and Frank Nugent is a simple and to-the-point affair telling of the trials and tribulations of a young doctor, Francis, assigned by the Army to a lonely cavalry post on the western frontier. Francis' predecessors have been a rum crew of no-goods and drunkards, so the base doesn't take kindly to the new doc, especially when he disregards regulations to minister to sick Indians on a malaria-infested reservation. When the Indians break reservation to move to healthier high ground, and when they join the belligerant Comanches to besiege the fort, Francis is vilified as a "woodhawk," the bird that turns against its own.

After several bloody skirmishes comprising some spectacular action photography, Francis is instrumental in bringing peace to the area when he operates and saves the life of the Indian chief's only son. Thus, belatedly, he wins the respect of his fellow soldiers and of the commandant's niece, Miss Reed, whose love he has had all along. Carey is seen as Francis' chief nemesis within the fort, a cavalryman who doesn't believe in being soft toward the Indians, and Miss Wynn as a wistful white girl raised by the Indians and married to the chief's son, for whom Francis harbors a sentiment of more than usual proportions.

Leo Katcher wrote the original story. Phil Karlson directed and Lewis J. Rachmil produced.

Others in the cast include Onslow Stevens, Peggy Converse, Roy Roberts, Jack Kelly, Stuart Randall and Eugene Iglesias.

Running time, 84 minutes. General audience classification. Release date, not set.

Hall Bartlett to Set 'Unchained' Release

Hall Bartlett will be negotiating shortly for the release of his "Unchained," which was produced entirely on location at the California Institution for Men at Chino. Bartlett, currently in New York on vacation, formerly produced "Navajo" and "Crazylegs."

Bartlett was the host to the press at a cocktail party Tuesday evening at the Sherry Netherland Hotel. George Schaefer is his sales representative here.

Phila. Associates To Replenish Funds

PHILADELPHIA, Oct. 20.—Sam Diamond, in charge of Motion Picture Associate's welfare fund, has announced that the fund must be replenished, and that a committee has been formed for this purpose. Among the activities to be planned will be a dinner among industry people.

On the committee are Lou Formato, Joe Schaeffer, Albert M. Cohen, George Beattie, Bill Doyle, Jack Greenberg, Mort Magill, John Turner, Lester Wurtele and Dave Titleman.

People

George Washington, head of Allied Artists' studio mail and record room, was feted at a studio party hosted by **Eugene A. Arnstein**, studio manager, in observance of his silver anniversary with the company.

□

Eddie Clifford, Portland, Ore., organist, was honored by representatives of the show world at the Music Hall. He teamed with his partner **Tubby Clark**, pianist for a half hour of music. This marks Clifford's first anniversary at the house.

□

Charles Efferson, of Portland, well known Portland salesman for 20th-Fox has been remanded to the hospital for surgery.

□

Orton H. Hicks will be guest speaker at the annual dinner of the Industrial Audio-Visual Association on Tuesday, at the Beekman Towers. Hicks is Loew's International Corp.'s 16mm director.

□

John McFadden is now operator-owner of the Lake Theatre, at Oswego, Ore.

□

Henry L. Needles and his wife are noting their 40th anniversary. Needles is ex-Hartford division manager for Warner Brothers Theatres.

□

Don Cameron and **Eddie Laine**, former stagehands, have taken over the operation of the Capitol Theatre in Portland, Ore.

□

Richard Feener, manager of ATC's Central Theatre, Somerville, Mass., will be married on Sunday to Eleanor Chisholm, candy girl at the Ball Square Theatre in Somerville.

□

Dorothy Riley is the first woman to be named by B & Q Theatres as a house manager. The circuit promoted her to the position of manager of the Strand Theatre, Quincy, Mass., replacing Robert Dyette, resigned.

ABP to Expand U. S. Activity, Says Scott

HOLLYWOOD, Oct. 20. — MacGregor Scott, general sales manager of Associated British-Pathe, now visiting Allied Artists here for conferences with president Steve Broidy and other executives, disclosed that his company, which has a joint distributing and producing deal with AA, is on the point of widely expanding its operations.

"Production wise," Scott said, "we are directing our efforts to making motion pictures aimed at the American market." He also revealed he will employ a publicity representative in New York who will coordinate with AA advertising-publicity director John C. Flinn.

MacKay alone, where a hundred were afraid

You find them at the foot of Superstition
John MacKay, the man they called 'Injun
the adventure he had been searching out

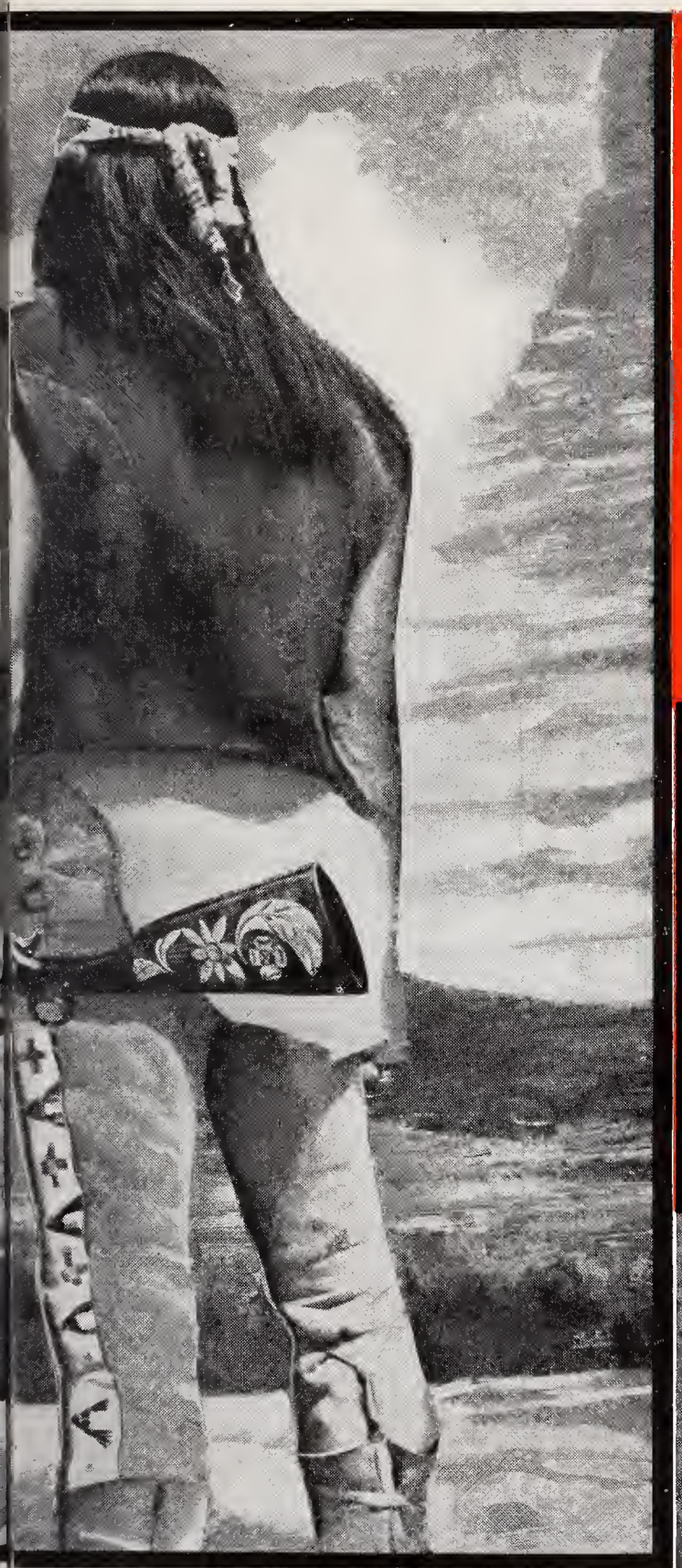
CINEMASCOPE takes you across the lava-ca
buttes of the 'Lost River' land—over vistas measureless
above death-craters and painted deserts—to Oregon's ma
country, and magnificent new excitement for the screen

to be...

Mountain...

Lover', and

across the years!



WARNER BROS. PRESENT

ALAN LADD

IN DELMER DAVES'

"DRUM BEAT"

IN WARNERCOLOR AND STEREOPHONIC SOUND

CO STARRING

AUDREY DALTON · MARISA PAVAN

with ROBERT KEITH · RODOLFO ACOSTA · A JAGUAR PROD.

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Kerasotes

(*Continued from page* 1)

stations, most of which already are owned by individuals or firms that already control the radio and newspaper outlets in their communities, he charged. Such a monopoly most assuredly would soon put motion pictures under the supervision of the Federal government," he warned.

Urges Code of Ethics

Edward G. Zorn of Pontiac, president of the Illinois group, urged that some system of arbitration be set up immediately and that a code of ethics be devised for the industry to improve the relationships between exhibitors and distributors, "since this relationship has fallen to a new low."

Zorn charged, "The distributors have broken faith with the theatre owners and with the Federal courts and are not living up to the terms of the consent decree, which is attested to by the many complaints being voiced throughout the state in recent months." He repeated his admonition, previously given at the Springfield meeting, that one way to stop alleged unfair distributor trade practices was to say "no" to their demands.

Fox and MGM Praised

Theatre owners present at the meeting voiced approval of the announced policies of 20th Century-Fox and M-G-M of giving more consideration to the problems of the smaller theatre owners as a "step in the right direction." Many were critical of Warners' 50 per cent demands for "High and Mighty" and "Dragnet" and of Paramount's policy of asking forty per cent to a low split, than 66⅔ per cent "without regard as to whether the exhibitor made a profit."

Elected as representatives from the Peoria region to the state association were: Ralph Lawler of Peoria, vice president; Jim Fegnolio of Ogelsby, J. R .McCullough of Peoria, and Tom Brewer of Farmington as directors.

Stress Radio-TV For 'The She-Wolf'

Heavy concentration on radio and television coverage, supplementing newspaper advertising, will back the opening of the Kerima starrer, "The She-Wolf," at the Cinema Theatre in San Francisco, where the Republic presentation will premiere on Oct. 29th, following the 13-week run of "The Vanishing Prairie."

The campaign on this Jules Levey picture will highlight Kerima, who scored as the native girl in "Outcast Of The Islands."

New Berlo Branch

CLEVELAND, Oct. 20. — Berle Vending Co. has opened a branch office in Detroit, Irwin Shenker, general manager in Cleveland, announces. Harold Hinkston, assistant to Shenker, has been named branch manager. A warehouse and complete service facilities will be maintained in Detroit.

'Notorious' to Capitol

Capitol Releasing Corp. of Atlanta, headed by W. M. Richardson, currently distributing "Duel In The Sun" for Selznick Releasing Organization in the Atlanta exchange territory will also distribute the next up-coming SRO presentation.

Leading Networks Reticent On Subscriber Television

Three top radio and television networks, National Broadcasting Co., Columbia Broadcasting System, and the American Broadcasting Co., invoked a "reign of silence" when company executives were contacted by MOTION PICTURE DAILY as to each network's individual position and stand in regard to the subscriber television applications which are now pending before the Federal Communications Commission.

Variety of Excuses

The top officials at the major networks here were reported as "tied up in meetings," "out of town," or having nothing to say in general about pay-as-you-see TV or about the formation of an exhibitor committee to combat toll-TV and preserve free home television for the American public.

Gordon Gray, general manager of station WOR-TV, the Mutual Broadcasting System's television outlet in New York City, stated that "while WOR-TV has offered its facilities to Skiatron Electronics Corp. and Zenith Radio Corp. for tests of their Subscriber-Vision and Phonevision methods of pay-as-you-see-it television, this in no way connotes this station's approval of either system. What it does connote is WOR-TV's policy of keeping abreast of the current developments in the industry and a willingness to participate in the explorations and experimentation in new fields."

Motion picture exhibitors had earlier this week formed a group, headed by Alfred Starr, board member of Theatre Owners of America, and Trueman T. Rembusch, board member of Allied States Association, to campaign for the preservation of free home television. The group had announced plans for an extensive educational program against toll TV, aimed at the public, business interests and legislators, pointing out that subscription television would confine if not ultimately throttle free communications over the air, force the public to pay for programming and provide pay-as-you-see-it TV with free distribution channels as opposed to the paid distribution channels of theatre facilities and present-day television.

Points to Station's Film Series

Gray pointed out, in his statement, that "the huge success of 'Million Dollar Movie' which presents never before on television, feature films 16 times a week, should be encouraging to the subscription TV promoters because it showed the thirst of the TV audience for outstanding film productions. When we are able to attract 80 per cent of the television homes in the New York market to our 'Million Dollar Movie,' it indicates that the pay-TV proponents may justifiably have rosy dreams of the future."

FCC's Hyde

(*Continued from page* 1)

which concluded two days of hearings on television crime and violence programs, that the FCC is prohibited by the Communications Act from exercising any powers of censorship over program content.

Hyde cited the Supreme Court's decisions in motion picture censorship cases, saying that they "raise doubts as to the constitutionality of any law which would establish the Federal Government" as the censor of any radio or television program.

Hyde called the NARTB code "a definite step in the right direction" and said that the television broadcasters themselves were conscious of their responsibility in regard to good programming.

Harold Fellows Heard

Another witness, the National Association of Radio and Television Broadcasters president, Harold E. Fellows, told the committee that the NARTB has engaged a professional research organization to conduct a "pilot study" on how families are reacting to television programs. Fellows said this would be "a long-range study" and would cover attitudes toward television programs in families of all economic and educational levels. The research organization would also assist the NARTB code board in monitoring television programs, he said.

In addition, Fellows said, since last December the NARTB has been supplying material to telecasters to assist them in working with community groups to improve juvenile training and environment and in arranging television programs for children and parents.

Illinois TOA

(*Continued from page* 1)

of Mt. Morris will serve the group as secretary.

Prior to the election there was a general discussion of trade problems.

"Members reported that there had been some improvement in the attitude of those distributors who were attempting a few weeks ago to force the sale of all their product," according to Marchesi.

Directors from the Rockford group were instructed to propose to the full Illinois board that a thorough study of insurance rates be made and that action be taken toward correcting present inequities.

'Hansel and Gretel'

(*Continued from page* 1)

world premiere at the Broadway Theatre, N. Y., on Saturday with a standing gross of $40,000, excluding receipts for the benefit premiere for the March of Dimes, Grainger said.

Using Kinemins, electronically-controlled dolls, for actors, "Hansel and Gretel" has been accepted by the general public as the introduction of a new cinematic art, according to Grainger.

Aids Polio Fund

HARTFORD, Oct. 20.—As a public relations gesture, Frank McQueeney of the Pine Drive-In, Waterbury, Conn., turned over receipts from one evening's showing of "King Richard and the Crusaders" to the Waterbury polio emergency fund. In addition, 25,000 pieces of candy were given to patrons.

MacNamara

(*Continued from page* 1)

Communications Commission and will file it prior to the toll TV hearings due to be called by the FCC. He estimated the hearings will be held within six or eight months.

Brought Latest Model East

He said that he had brought the latest model of the home Telemeter device to the East, a model, which he added, will be unveiled later this year.

Asked if he had outlined Telemeter's thinking to exhibition groups, MacNamara said that he had not been invited. "I am willing to sit down with anyone of them," he added.

'Chicago American' Lists 'Best Films'

CHICAGO, Oct. 20.—Acting on a suggestion by Allied Theatre of Illinois, the "Chicago American" amusement section this month began publication of a new weekly feature calling the attention of the public by photos and text to "The Top Films on Local Screens."

Anne Marsters, film critic of the "American," is in charge of the new feature which presents her recommendations of the week's best films on neighborhood and Loop theatre screens.

Jack Kirsch, president of Illinois Allied, has commended William Carroll, amusements editor of the "American," and his assistant, Frank Ward, by letter for "this latest effort by your newspaper on behalf of the theatres of Chicago."

Set Music Tie-up

In conjunction with the national exploitation campaign on its "Willie Mays" Sportscope, RKO-Pathe has made arrangements with the Spinlan Music Co., to promote the publishing firm's "Say Hey!" tune, which was written by Dick Kleiner and Jane Douglass in honor of the Giants' star. The song gets its title from Mays' well-known and familiar saying.

Mex. Bank Active

MEXICO CITY, Oct. 20. — The trade is being financed more than ever by its own bank, the semi official Banco Nacional Cinematografico, S.A., whose latest published balance sheet, dated Sept. 30, shows loans, credits and discounts totaling $2,105,673, a new high. The bank has intensified its stressing of quality in pictures.

Cite Carl Brisson

WASHINGTON, Oct. 20. — Carl Brisson, who is currently appearing at The Carlton House here, received a special "Gold Key Award" from the nation's capital. Commissioner Turner and representatives of the Danish, Swedish, Norwegian and Icelandic embassies were present for the ceremony which named Brisson as an "all-time entertainment great."

Opera TV in Pitts.

The Stanley Theatre will be the only Pittsburgh house to telecast the Metropolitan Opera's opening performance on Nov. 8. The Pittsburgh Opera will co-sponsor the event along with the Met. Prices will range from $7.50 in the loges to $4 in the balcony. Main floor seats will sell for $5.

Paramount's Gift to the Art of Motion Pictures

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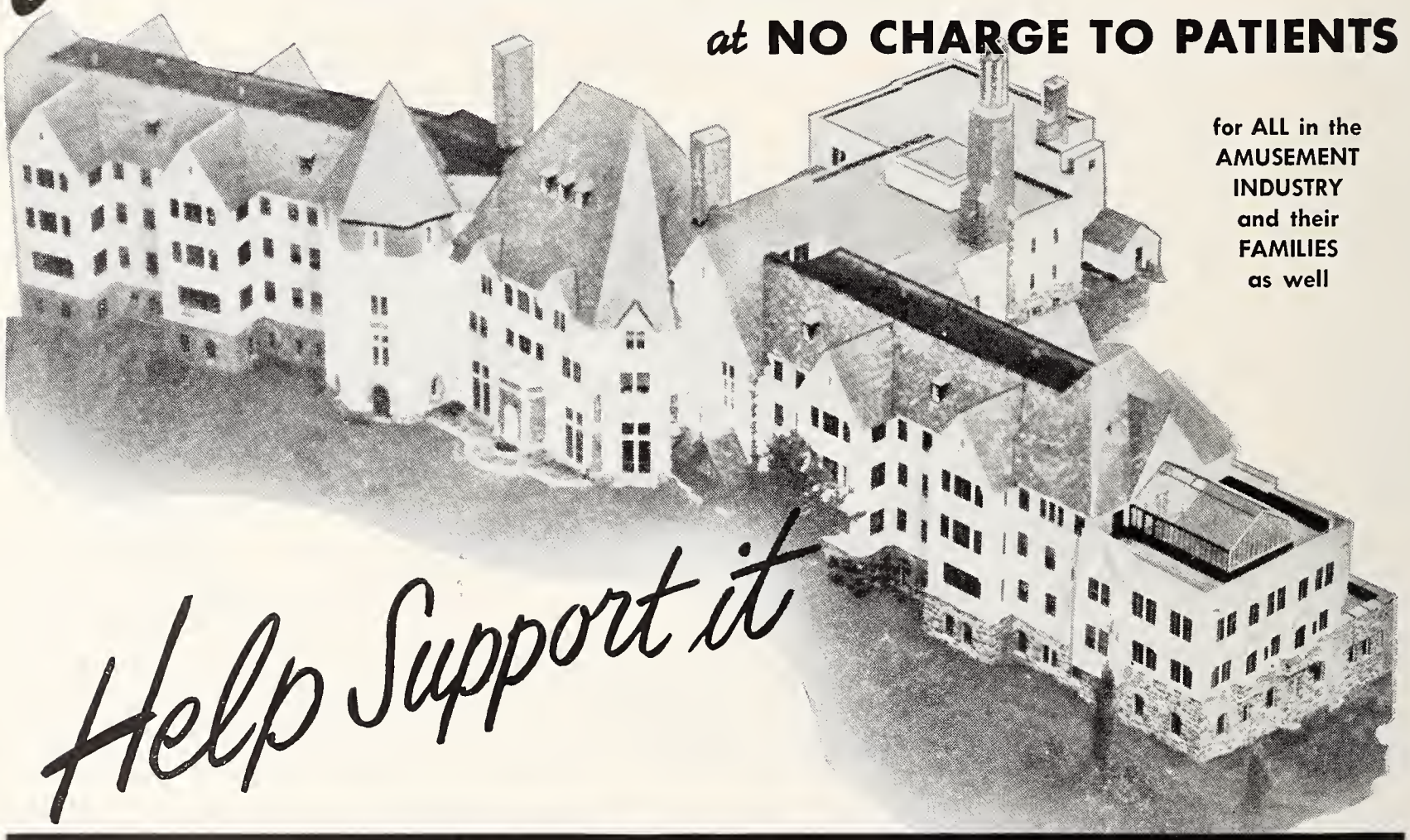

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Will Rogers Hospital gratefully acknawledges cantributions of ad praduction by Paramount Pictures, and space by this publisher.

'U' Shorts

(*Continued from page* 1)

process and dealing with skiing, bobsledding and ice boating.

The 51 short subjects will consist of 15 two-reelers and 36 one-reelers, six of the one-reelers being reissues of Walter Lantz Technicolor Cartunes of previous years.

Two of the two-reel specials in color will feature commentaries by actor Eddie Albert and television personality Steve Allen. There will also be 104 issues of the Universal-International newsreel.

Of the 51 short subjects for the coming year, there will be 13 two-reelers in the company's "Musical Featurettes" series featuring name bands and musical personalities. Continuing the trend of the past year, these subjects will be given greater production attention and story detail. There will be eight "Variety View" one-reelers, eight "Color Parade" one-reelers with the remainder of the program being rounded out by 13 new Walter Lantz Technicolor Cartunes with six or more featuring Woody Woodpecker and six additional Walter Lantz Technicolor Cartune reissues.

Broadcast Revenue

(*Continued from page* 1)

before payment of Federal income tax —was $68,000,000 in 1953, the FCC reported, a 23 per cent rise over the 1952 figure of $55,500,000.

The 1953 figures for television broadcast income cover four networks owning and operating 16 stations, 92 pre-freeze stations and 226 post-freeze stations. The 1952 income figures cover four networks owning and operating 15 television stations, 93 pre-freeze and 14 post-freeze stations.

The 16 network stations reported a total 1953 income of $18,000,000, almost double their 1952 total of $9,900,000 for 15 stations. The 92 pre-freeze stations reporting in 1953 showed a total income of $60,500,000, as compared with a 1952 figure of $45,800,000 for 93 stations.

By the end of 1953, the FCC said, 240 post-freeze stations were on the air. Of these, 114 VHF stations reported a total loss of $4,200,000 and 112 UHF stations a loss of $6,300,000.

Of the country's 108 pre-freeze stations, 97 reported profitable operations during 1953. Eight of the 11 stations reporting a loss for the year were located in New York City and Los Angeles—the two seven-station markets.

Most of the 40 pre-freeze stations which were the only stations in their market in 1952 reported a substantial increase in 1953 total revenues, the FCC said. Half of these stations continued to be the only outlet in their area for all of 1953.

'Mistress' Bows Oct. 29

United Artists' "The Golden Mistress," filmed on location in Haiti and elsewhere in the Caribbean, will open at the Palace Theatre on Broadway on Oct. 29.

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1327 So. Wabash Chicago 5, Illinois
630 Ninth Ave. New York, N.Y.
For 35 Years the Leaders
1st IN SERVICE AND QUALITY
With Showmen Everywhere!

Title Fits Crime In Car Shooting

PITTSBURGH, Oct. 20.—Mrs. Christine Dempsey admitted shooting her husband, John, five times while they were driving home from a drive-in theatre. The name of the film they saw together was "Bad For Each Other."

7 Start, Finish 6 At Coast Studios

HOLLYWOOD, Oct. 20.—Seven pictures started this week and six pictures finished, for a total of 32 pictures in production.

Started were: "Air Strike," Cy Roth (Lippert); "It's Always Fair Weather," CinemaScope, Color (Metro-Goldwyn-Mayer); "You're Never Too Young," VistaVision, Technicolor, "The Desperate Hours," VistaVision, and "The Ten Commandments," VistaVision, Technicolor (Paramount); "Bow Tamely to Me," Filmcrest, SuperScope, Technicolor (RKO Radio); "Big House, U. S. A.," Bel-Air Productions (United Artists).

Completed were: "John Brown's Raiders" (Allied Artists); "Gun That Won the West," Clover Productions (Columbia); "Moonfleet," CinemaScope, Color (Metro-Goldwyn-Mayer); "Lucy Gallant," VistaVision, Technicolor (Paramount); "Justice Comes to Tomahawk," color, and "Lady Godiva of Coventry," technicolor (Universal-International).

New Changes Set By FWC Theatres

HOLLYWOOD, Oct. 20.—Changes in the Fox West Coast managerial picture include the switch of Vernon Brown, manager of the San Mateo, to Vallejo and the promotion of Jack Gunsky to the managerial post at the Fox, Salinas. Duncan Knowles, the present manager, has resigned.

Other changes involve Max Knauss from the Lodi Theatre, Lodi, to the Fox, Watsonville; James Willetts from the Lindsay, Lindsay, to Lodi, and promotion of Pat Reeves from assistant manager to manager of the Lindsay.

Party for Greenfield

ALBANY, Oct. 20.—Leo Greenfield, who retired as Universal-International branch manager here, was feted by the Variety Club and other industry friends at a dinner. Their farewell gift was a wrist watch. Chief barker Jules Perlmutter and Columbia manager Norman Jackter served as co-chairmen of arrangements. Greenfield had been a Tent No. 9 crew man.

Filmack Brochure

CHICAGO, Oct. 20. — Filmack Trailer Co. is supplying showmen with a brochure that will show the merchants exactly what their holiday ads and greetings will look like on the screen. This brochure, which shows no prices, is aimed directly at the merchants, Irving Mack said.

'Bullet' Premiere Set

Columbia's "A Bullet Is Waiting" will have its first New York showing at the Globe Theatre here on Oct. 29.

New Albany Tent Crew Elects Monday

ALBANY, Oct. 20.—The new Albany Variety Club "crew" comprises Jack Goldberg, MGM manager; Norman Jackter, Columbia manager; Leo Greenfield, former Universal manager; George H. Schenck, Tri-State Automatic Candy Corp. branch manager; Irwin Ullman, Mohawk Drive-in manager; Sylvan Leff, operator of theatres in Utica and Watertown and upstate representative for Realart Pictures; Lewis A. Sumberg, attorney; Sidney Urbach, certified public accountant; Aaron Winig, State Tax Commission employee; Arthur Green and William Wenner.

They will elect officers on Monday for the ensuing year, chief barker Jules Perlmutter said.

Bingo Ohio Issue

COLUMBUS, O., Oct. 20.—Ohio voters would be enabled to vote on a constitutional amendment allowing communities local option on the question of legalizing bingo, if a proposal by Paul Ward, Democratic candidate for Ohio attorney general, is adopted. Ward is advocating such an amendment.

Use Goldwyn Lot

HOLLYWOOD, Oct. 20. — Producer Harold Hecht has completed arrangements with the Samuel Goldwyn Studios for use of its facilities for the Hecht-Lancaster production, "Marty," United Artists release scheduled to go before the cameras next month.

Fox Shorts

(*Continued from page* 1)

series on America's defense, Jones said.

Among the nations to be captured by the CinemaScope cameras will be Formosa, Hong Kong, Japan, Morocco and Israel.

In the group devoted to America's defense will be subjects on new type submarines, air rescue through the utilization of helicopters, the intercept or command, the attack command, and one devoted to the B-36 bomber.

The sports category will present athletic competitions with camera crews to be dispatched to all parts of the world to film tournaments, races, and other headline-making events.

"With the advent of CinemaScope," Jones notes, "the short subject has again come into its own as a 'must' in every theatre's programming. Through the anamorphic lens the world and major events can be brought to the theatre-goer with a realism never before attainable."

Russell to Chicago Allied Booking Unit

CHICAGO, Oct. 20.—Jack Kirsch, president of Allied Theatres of Illinois, Inc., announced that Kermit Russell has been engaged as assistant film buyer of the Allied buying and booking organization.

Russell, who assumed his duties with Allied yesterday, has been associated with the local film industry for over 25 years in varying capacities, both in exhibition and distribution.

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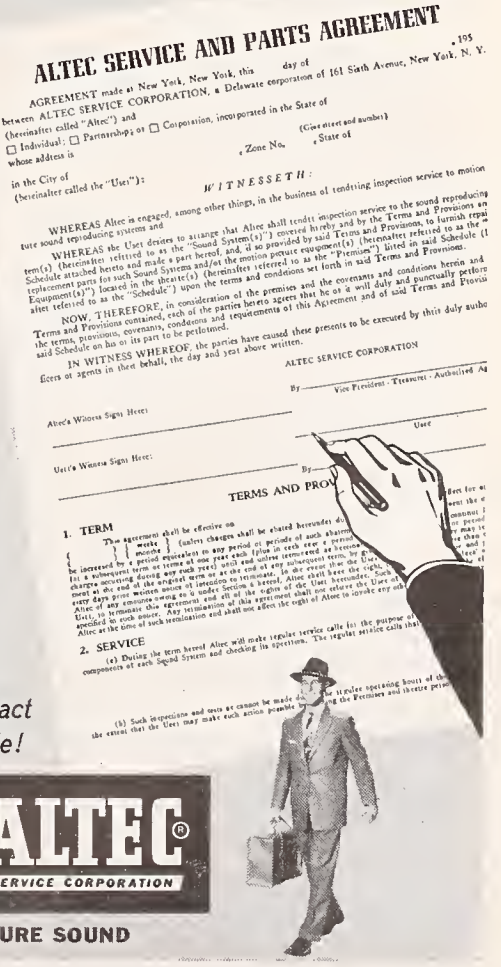
ALTEC SERVICE AND PARTS AGREEMENT

AGREEMENT made at New York, New York, this day of , 195 between ALTEC SERVICE CORPORATION, a Delaware corporation of 161 Sixth Avenue, New York, N. Y. (hereinafter called "Altec") and ☐ Individual; ☐ Partnership; or ☐ Corporation, incorporated in the State of whose address is (Give street and number) in the City of , Zone No. , State of (hereinafter called the "User"):

WITNESSETH:

WHEREAS Altec is engaged, among other things, in the business of rendering inspection service to motion ture sound reproducing systems and

WHEREAS the User desires to arrange that Altec shall render inspection service to the sound reproducing tem(s) (hereinafter referred to as the "Sound System(s)") covered hereby and by the Terms and Provisions an Schedule attached hereto and made a part hereof, and, if so provided by said Terms and Provisions, to furnish repai replacement parts for such Sound Systems and/or the motion picture equipment(s) (hereinafter referred to as the " Equipment(s)") located in the theatre(s) (hereinafter referred to as the "Premises") listed in said Schedule (I after referred to as the "Schedule") upon the terms and conditions set forth in said Terms and Provisions.

NOW, THEREFORE, in consideration of the premises and the covenants and conditions herein and Terms and Provisions contained, each of the parties hereto agrees that he or it will duly and punctually perform the terms, provisions, covenants, conditions and requirements of this Agreement and of said Terms and Provisi said Schedule on his or its part to be performed.

IN WITNESS WHEREOF, the parties have caused these presents to be executed by their duly authorized ficers or agents in their behalf, the day and year above written.

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He 'Bicycles' Own Equipment Setup

CINCINNATI, Oct. 20.—"Bicycling" of films has developed into "bicycling" of projection equipment at Peebles, O., where Heney Davidson installs a projector in the Peebles Drive-in during the summer, then removes it at the close of the season for installation in his Mounds Theatre, which is dark during the time the drive-in is in operation.

Heller & Co. Net Up for 9 Months

CHICAGO, Oct. 20.—Consolidated net earnings of Walter E. Heller & Co. and subsidiaries in the nine months ended Sept. 30, were $1,714,273 after all charges and income tax provisions, compared with $1,375,363 in the comparable nine months last year, Walter E. Heller, president, has announced.

After preferred stock dividend requirements, the earnings were equal to $2.55 a share on 574,018 shares of common stock outstanding, compared with $2.75 a share on 433,644 shares in the same period a year before.

The Heller company is active in film financing.

VistaVision Short To Para. Branches

Technicolor Corp. this week is starting shipments to Paramount branches of the first short subject produced in VistaVision, titled "VistaVision Visits Norway," made in the new production and screen presentation process, it was announced yesterday by Oscar A. Morgan, Paramount general sales manager in charge of short subjects and special features, who said that prints of the 17-minute subject will be in the branches in time to cover all pre-release dates of Irving Berlin's "White Christmas," first feature produced in VistaVision.

Morgan pointed out that availability of "VistaVision Visits Norway," produced by James A. Fitzpatrick, will make it possible for theatres booking "White Christmas" to present their first "all-VistaVision" program.

Asks End to 10% Pittsburgh Tax

PITTSBURGH, Oct. 20.—Warning Pittsburgh's Mayor Lawrence that "the power to tax is also the power to destroy," the Allied Motion Picture Theater Operators of Western Pennsylvania has again urged the mayor to relieve Pittsburgh film houses of the "burdensome and confiscatory" 10 per cent admissions tax now in effect. The unit also reminded the mayor that the city has already exceeded its legal limit of 1 per cent of the total assessed real estate value as provided for by the State Enabling Act through wage taxes.

'Window' in 12th Week

Alfred Hitchcock's "Rear Window" starts its 12th week today at the Rivoli Theatre, here. James Stewart and Grace Kelly are starred in the Paramount-Technicolor picture, with Wendell Corey, Thelma Ritter and Raymond Burr. Hitchcock served as both producer and director.

Reviews

"Bengal Brigade"

(Universal)

THE India of a century ago, when the threat of violence and uprising was always present, forms the background against which is painted an exciting tale of adventure and romance, giving Rock Hudson the opportunity to turn in another excellent performance as a captain in the Bengal Army. Supporting him are the usual number of stock characters so frequently associated with this type of story. Most of them, however, are made believable through the medium of a well-written script by Richard Alan Simmons.

Hudson, in order to save the lives of a group of native soldiers, disobeys an order by his commanding officer, Torin Thatcher. Despite the fact that his action results in success, his disregard for orders brings about court-martial proceedings. His sentence is comparatively light, but he feels he must resign from the army. Confused and ashamed, he also breaks off with the woman he loves, Arlene Dahl, daughter of Thatcher.

While trying to solve his problems on a safari, he learns that a native uprising is not too far off, for it is the 100th year of British rule and the time prophesied for such a revolt.

Feeling that Hudson no longer has any love for the British, a Rajah who is behind the impending uprising, summons him for aid. The ex-officer accepts, but only as a means of helping his old friends. When the Rajah learns of his proposed double-cross, he attempts unsuccessfully to have Hudson killed. The rest of the picture details Hudson's efforts to prevent the uprising and his return to the good graces of both the Army and his lady love.

"Bengal Brigade" has many exciting moments and a couple of good old-fashioned battle scenes. Photographed in Technicolor, it is always a delight to look at, especially the two leading ladies, Arlene Dahl as Hudson's love and Ursula Thiess as a native girl.

Hudson gets excellent support from Thatcher and Dan O'Herlihy as a fellow officer. Arnold Moss is properly evil as the Rajah while the girls, especially Miss Thiess, are effective, though with little to do.

Ted Richmond produced and Laslo Benedek directed, from a novel by Hall Hunter called "Bengal Tiger," with the adaptation by Seton I. Miller.

Others in the cast include Dan O'Herlihy, Michael Ansara, Harold Gordon, Shep Manken, Leslie Dennison, John Dodsworth and Ramsay Hill.

Running time, 87 minutes. General classification. For November release.

"The Lawless Rider"

(Royal West-UA)

LOYAL customers of westerns should approve of this Royal West production, which stars Johnny Carpenter as the young and daring marshal who rids a county of rustlers and killers with his wild and lusty fisticuffs and accurate shooting. The plot in "The Lawless Rider" is simple, although at times, unfortunately, gets tangled with inept dialogue.

Carpenter, a fearless law enforcement officer, decides to retire from his hazardous mode of living, but an appeal from a former friend delays his retirement. Outlaws are pillaging and raiding the county and Carpenter disguises himself as an outlaw and joins the thieves. After several narrow escapes, Carpenter, joined by other law enforcement personnel, shoots it out with the rustlers, with the deputies coming out the victors.

Others in the cast are Frankie Darro, Douglas Dumbrille, Rose Bascom, Hank Caldwell and his Saddle Kings. This film was produced by John Carpenter and directed by Yakima Canutt from an original story and screenplay by Carpenter.

Running time, 62 minutes. General classification. L. D.

Max Fine Prepares Altec TOA Booth

Altec Service Corp. has engaged Max Fine, Inc., manufacturer of theatrical displays, to prepare, according to company specifications, an exhibit for the forthcoming TOA-TESMA Convention at the Conrad Hilton Hotel, Chicago.

Occupying booths 104-105 on the convention floor, Altec will present a huge photo montage-mural to pictorially describe and explain the technical phases which feature the work of Altec engineers in the motion picture field. Color will be used to highlight the salient points of the display, together with special lighting effects, it was announced.

Pair Opens in N.E.

Alfred Hitchcock's "Notorious" combined with Dore Schary's Academy Award winner, "The Farmer's Daughter," opened yesterday in 117 day-and-date bookings throughout the New England territory, keying from Boston's Paramount and Fenway Theatres.

Six Recording Firms Wax 'Desiree' Song

"The Song from Desiree," theme tune of 20th Century-Fox's "Desiree," has been waxed by six recording companies, and will be released as a feature of an extensive advance music campaign in support of the CinemaScope feature.

The melody has been recorded by RCA-Victor, featuring Frank Cordell and his Symphony Orchestra; Columbia, Paul Weston's Orchestra and Chorus; Capitol, Jane Froman; M-G-M, Allen Dean with Joe Lippman's Orchestra; Mercury, Anna Marie Alberghetti, and Majar, Joe Leahy with orchestra and chorus.

Set Flaherty Award

Presentation of the sixth annual City College Robert J. Flaherty film award will be on Jan. 14, at a screening of the prize-winning films which have been entered in the competition, it was announced here by Professor Hans Richter, director of the City College Institute of Film Techniques, which sponsors the award.

Theatre Ejects Boy; Dad Wants $50,000

ATLANTA, Oct. 20.—An Atlanta father is seeking $50,000 damage in Fulton Superior Court for the "wounded feeling" of his 13-year-old son James, who, he claims, was unjustly ejected from a neighborhood theatre. The father, James C. Morris, filed suit on behalf of his son against Grant Amusement Co., which owns the Temple Theatre.

ITO of Ohio Official Lauds C'Scope Policy

COLUMBUS, O., Oct. 20.—After numerous visits to widely separated theatres and with exhibitors from many sections of the country, Robert A. Wile, executive secretary of Independent Theatre Owners of Ohio, states in a current bulletin that he believes 20th Century-Fox "would be wrong to make its pictures available in the old dimension."

Noting that this is a personal opinion, Wile points out that 20th-Fox is willing to aid exhibitors in financing CinemaScope installations and that if "The Robe" and "some of the other fine pictures were made available in 2-D it would be a step backward."

'Scope Equipment for Maryland Censors

BALTIMORE, Oct. 20. — The Maryland film censors have received $3,800 to buy CinemaScope projection equipment. The special appropriation came from the Board of Public Works after chairman Sidney R. Traub of the Maryland State Board of Motion Picture Censors complained.

Traub said he and his fellow censors have been forced to visit theatres elsewhere in Baltimore and even in Washington at "daybreak" hours to review wide-screen films. Lacking equipment for wide-screen projection, he said, censorship viewings had to be timed to avoid conflict with commercial operations of the picture houses.

Fall Nielsen Ratings Show NBC in Front

First national Nielsen ratings on the TV fall schedule reveal three significant facts:

NBC has four out of top five shows and six out of top seven as follows: "Dragnet," 51.2; Berle, 50.1; Gleason, 43.3; "Lady in the Dark" 39.1; Colgate, 38.6; Groucho Marx, 37.7; Ford, 37.7.

"Lady in the Dark," seen in 11,347,400 homes with 37,200,000 viewers, is the fourth highest-rated show.

Comparable Nielsen rating for "Satins and Spurs," first spectacular, was 38.7 and would be the fifth highest rated show, with 11,300,000 homes and 37,100,000 viewers.

Probe All-Night Drive-in

HENDERSON, Ky., Oct. 20.—committee of three ministers has been appointed by the Henderson Ministerial Association to investigate all-night drive-ins on complaint that the pictures being shown are not of the proper standard, and that the hours of operation require considerable investigation.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 79 NEW YORK, U. S. A., FRIDAY, OCTOBER 22, 1954 TEN CENTS

Further Discussion

To Meet Today On Exterior Ad Code Here

Session to Be Held With License Commissioner

New York City exhibitors will meet this afternoon with License Commissioner Edward T. McCaffrey and civic, religious and business leaders to discuss a proposed exterior advertising code for theatres.

It is also expected that the remaining complaints against two theatres along 42nd Street between Seventh and Eighth Avenues, in the Times Square area, will be discussed.

Originally, 14 theatres in the mid-Manhattan area were involved in alleged violations of decency in ads but

(*Continued on page* 4)

Gordon Critical of McDonald on Toll TV

In championing subscription television, Comdr. Eugene F. McDonald, president of Zenith Radio Corp., is doing a disservice to the customers who bought his TV sets with the understanding that they would be "everlasting" in their use, Julius Gordon, head of the Jefferson Amusement Co. of Texas, said here yesterday.

Gordon, who is a member of the joint TOA-Allied committee on toll

(*Continued on page* 4)

To Show Perspecta Sound at TOA Meet

Exhibitors attending the 1954 Theatre Owners of America convention in Chicago, Oct. 31 to Nov. 4, are invited to attend a special demonstration of Perspecta sound at the State Lake Theatre on Nov. 1, the TOA announced here yesterday.

Three film companies, Columbia, 20th Century-Fox and Allied Artists, will screen their current and future product for the theatremen also.

'U' Backing 'Pagan' And 'Paris' With All-Out Promotion

Universal-International has set for release during the Christmas-New Year's holiday season two of its most important attractions—"Sign of the Pagan" and "So This Is Paris" and is backing their release with the same type of promotional campaigns that successfully launched "The Glenn Miller Story" and "Magnificent Obsession" earlier this year, it was announced yesterday by Charles J. Feldman, Universal

Charles Feldman

(*Continued on page* 10)

Houser Is Here for 'Hansel' Campaign

A nation-wide campaign for "Hansel and Gretel," keyed to the holiday season, is being planned by Mervin Houser, executive assistant to Perry Lieber, RKO's national director of advertising, publicity and exploitation, who flew to New York from the Coast especially to handle promotion of the Michael Myerberg screen ver-

(*Continued on page* 10)

Two Loew Cleveland Houses to Associated

CLEVELAND, Oct. 21.—Acquisition of two Loew's theatres here by Associated Theatres was confirmed today by Meyer Fine, head of Associated. The houses involved are the 3,000-seat Park and the 2,000-seat Granada, both first subsequent runs. The takeover becomes effective on Nov. 1. This reduces Loew's holdings here to three, the State, Stillman and Ohio. Associated operates approximately 30 theatres and drive-ins in Ohio.

'No Speeches' Will Be the Keynote of Pioneers' Dinner

"No Speeches" is to be the keynote of the 16th annual showmanship dinner of the Motion Picture Pioneers to be held in the Hotel Astor on Nov. 17, it was announced by Herman Robbins, general chairman of the affair. The dinner honoring Simon H. Fabian on the occasion of his 40th Anniversary in the industry will feature a "Cavalcade of Show Business." Stars of motion pictures, television and the theatre will take part in the entertainment. Significant moments in the career of Fabian will be dramatized

(*Continued on page* 10)

Experience Proves

Gov't Control Not a Solution, Balaban Says

Para. President Claims Terms Always a Problem

By MURRAY HOROWITZ

There is no substitute for a free competitive market in the motion picture industry, Barney Balaban, president of Paramount Pictures, declared here yesterday.

Balaban, interviewed on his sentiments regarding Allied States Association's proposal to seek governmental regulation, said, "I can't seriously believe that such a move will solve exhibition's problems. There is plenty of experience to the contrary," he added.

Explaining that he did not want to make a statement simply for the sake of making a story, he added this note of caution: "When you call the cop, both sides are brought to the station house before the judge."

Balaban then went on to tell of

(*Continued on page* 4)

Smakwitz Opposes Gov't Regulation

Special to THE DAILY

ALBANY, N. Y., Oct. 21.—Opposition to the Allied States plan for government regulation of film distribution was voiced here today by Charles A. Smakwitz, Stanley-Warner zone manager, who told MOTION PICTURE DAILY:

"I would be against it at any time,

(*Continued on page* 4)

New Laurel-Hardy Picture to EPI

PHILADELPHIA, Oct. 21.—National distribution of "Utopia," starring Stan Laurel and Oliver Hardy, has been acquired by Exploitation Productions, Inc. This is the first picture to be produced by the comedy team since 1945.

Capacity Turnout

Over 500 in Tribute to Boasberg and New D.C.A.

(Picture on page 3)

Approximately 500 leading figures in exhibition and distribution attended a luncheon at the Sheraton Astor Hotel here yesterday honoring Charles Boasberg on the occasion of his new association with Distributors Corp. of America, of which he is general manager.

With Robert J. O'Donnell of Interstate Circuit, Texas, as toastmaster, aided and abetted by a selection of able speakers, the audience was treated to about evenly divided measures of serious and sincere tributes, on the one hand, and mirth provoking ribbing on the other.

Sharing in the encomiums were Fred Schwartz, president and founder of D.C.A., and Irving Wormser, newly appointed vice-president and general sales manager, not to mention the new company itself, whose contribution of product to what exhibitors refer to as the current short supply, assures its instantaneous popularity with the buyers of film.

Walter Reade, Jr., president of Theatre Owners of America, intro-

(*Continued on page* 3)

SO THIS IS PARIS

STARRING—
TONY CURTIS • GLORIA DE HAVEN • GENE NELSON • CORINNE CALVET • PAUL GILBERT

Universal International

COLOR BY TECHNICOLOR

ADVERTISED IN THE JAN. ISSUE OF Redbook

• More than 3,953,426 Primary Readers

THE MAGAZINE FOR YOUNG ADULTS

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, returned to New York yesterday from the Coast.

•

B. G. KRANZE, United Artists general sales manager; FRANCIS M. WINIKUS, national director of advertising-publicity, and ROGER H. LEWIS, advertising manager, returned to New York yesterday from Owensboro, Ky.

•

MORRIS LOEWENSTEIN, president of Theatre Owners of Oklahoma, and MRS. LOEWENSTEIN are in New York from Oklahoma City. They will attend the TOA convention in Chicago starting Nov. 1.

•

DAVID A. LIPTON, Universal Pictures vice-president, is scheduled to arrive here from Hollywood on Sunday.

•

WALTER SELTZER, Hecht-Lancaster Organization vice-president in charge of advertising-publicity, has arrived in New York from the Coast.

•

WILLIAM MELNIKER, head of the theatre department for Loew's International, has left New York on a tour of Latin American installations.

•

LAWRENCE WEINGARTEN, M-G-M studio executive and producer, returned to Hollywood by plane yesterday from New York.

•

BERNARD JACON, I. F. E. Releasing Corp. vice-president in charge of sales, is scheduled to arrive in Chicago today from Minneapolis.

•

WILLIAM W. HOWARD, RKO Theatres vice-president, will leave here today on visits to four Midwestern cities.

•

HOMER MENDENHALL, Paramount VistaVision technician, will return to Hollywood over the weekend from New York.

•

JOSEPH BRONSTEIN and ISADORE BREGMAN, of the East Hartford Family Drive-in, South Windsor, Conn., left there yesterday for Miami.

•

TREVOR HOWARD, son of the late LESLIE HOWARD, has left New York via B.O.A.C. for England.

•

MORI KRUSHEN, United Artists exploitation manager, has returned to New York from Chicago.

•

GEORGE NICHOLS, M-G-M studio publicist, left New York by plane yesterday for Boston.

•

JEAN SIMMONS will arrive here tomorrow from Hollywood.

ATOC to Elect

HARTFORD, Oct. 21.—Allied Theatre Owners of Connecticut will elect new officers at a meeting, slated for Tuesday noon, at the Hofbrau Restaurant, New Haven. Dr. Jack Fishman of Fishman Theatres is current head of the statewide organization.

Explains Reasons

Arnall Formally Withdraws IFPEC-MPEA Complaint

ATLANTA, Oct. 21.—In line with his previously announced intention, Ellis Arnall, president of the Independent Film Producers Export Corp., on behalf of the organization, has withdrawn the complaint filed with the Federal Trade Commission against the Motion Picture Export Association. In a formal letter to Bernard B. Smyth, chief of the export trade division of the FTC, Arnall wrote, in part:

"In pursuance to the conversation had last week with you and Mr. Chas. J. Connolly, Federal Trade Commission Attorney, I am advising that I will not press the charges against Motion Picture Export Association, Inc., filed with you on July 8, 1954, and hereby withdraw the same.

"This action is based upon the assurances of Hon. Eric A. Johnston, president, Motion Picture Export Association, that in support of his personal opposition to private subsidies in film agreements, he now has the support of the board of directors of MPEA. Similar statements of this position on the part of Mr. Johnston and his board were made by Mr. Johnston in a press interview held Thursday, October 7th, in Hollywood.

Sees 'No Difference'

"The Independent Film Producers Export Corp., of which I am president, had been gravely concerned about the attitude of MPEA on this matter but now that Mr. Johnston has stated his position of opposition to subsidy arrangements has the support of his board, there is no difference existing between us. We now assume a united front in opposing the grant of gratuities, subsidies and subventions in foreign film agreements.

"If private film subsidies in violation of the Webb-Pomerene Act are not granted in the future by export corporations, whether or not such subsidies are violative of law, becomes a mere theoretical rather than an actual or practical question.

"As a matter of policy, you will be interested to know that on Sept. 10, 1954, Hon. Samuel C. Waugh, Assistant Secretary, Department of State, Washington, in a letter to me, stated that:

Waugh Letter Quoted

" 'This Government is opposed to artificial barriers which impede the flow of trade and prevent the best utilization of the resources in the free world. Consistent with this policy, the Department is generally opposed to any policies or practices of foreign governments or industries which might entail the payment of subsidies such as you describe, in which funds from American producers go to producers of a competitive product abroad, as a condition to entering or participating more fully in a foreign market.'

"The Hollywood A. F. of L. Film Council has been tremendously interested in the propriety and legality of private subsidy arrangements in film agreements. I know that this important organization will be gratified in learning that the Motion Picture Export Association and Independent Film Producers Export Corporation now have assumed a unified position of opposing film subsidies in export trade agreements."

Arbitration Moves Forward a Step

Another step forward on arbitration was reported in the wake of yesterday's meeting between Herman M. Levy, general counsel for Theatre Owners of America, and Adolph Schimel, vice-president and general counsel for Universal Pictures.

Levy and Schimel, the counsellors for the joint exhibition-distribution drafting committee, met to discuss and analyze the preliminary draft.

The next meeting between the two is expected to take place after the annual TOA convention in Chicago, Oct. 31 to Nov. 4, when further discussions will be held.

The eight-man exhibition-distribution committee; is composed of Levy, Si Fabian, Leo Brecher, Max A. Cohen, Schimel, Al Lichtman, A. W. Schwalberg, A. Montague and Charles Feldman, who is alternate for distribution. The group was selected at the Hotel Astor arbitration meeting by the full exhibition and distribution group in late May.

At that time, while no definite agreements were reached by either side, it was decided that the subject of film rentals would not be arbitrable but any matter affecting the orderly distribution of motion pictures shall be arbitrable. This included clearances, runs, conditioning, contract violations, print shortages, competitive bidding and the pre-release of pictures.

Buchman to Operate Concessions Firm

BOSTON, Oct. 21.—Nathan Buchman, head of the candy and vending departments of American Theatres Supply Co. has resigned to go into the theatre concessions business for himself, effective Nov. 15. Upon Buchman's resignation, American Theatres announced that Benjamin S. Conviser, head of maintenance and supply, will assume the additional duties as head of the candy and vending for the company.

Conviser's headquarters will be at the home office of ATC, with the warehouse and shipping offices continuing at 78 Broadway.

Black and White VV

Production has started on William Wyler's "The Desperate Hours" at Paramount with Humphrey Bogart and Fredric March starred. The film is the first to be shot in black and white VistaVision.

2 Trust Suits Here Seek $4,981,500 In Damages

Two anti-trust actions totalling $4,981,500 in damages were filed in New York Federal Court yesterday.

One of the cases, a joint suit by the Sompru Theatre Co. and the Brookpru Theatre Co., asked $639,000 and $592,000, respectively, on behalf of the Court Theatre, Somerville, N. J. Eight major companies, Walter Reade Theatres, Plainfield Operating Co. Trenton-New Brunswick Theatres, Inc., and the Broadway & 47th St. Corp. were named as defendants. It was charged that the defendant distributors favored the houses of the defendant exhibitors in granting runs and clearances. The Sompru company operated the Court until 1943 when it leased it to Brookpru.

In a second suit, the Golden Lane Theatre Corp. filed an action for $3,750,000 damages against the same distributor defendants plus Republic Pictures. It was claimed that theatres of the Loew's, Warner Brothers and RKO circuits were given preferences in runs and clearances over the Temple Theatre in Union City, N. J.

N.E. Circuit Mgrs. Promoting Drive

BOSTON, Oct. 21.—The entire managerial staff of New England Theatres, Inc., is hitting on high gear for the "Profit and Prestige Campaign" now in effect for the managers in the final quarter of the year. The managers, themselves, are conducting the drive, promoting business for the months of October, November and December, under the supervision of the home office executives.

Each district managership has one special representative manager to whom other managers present their exploitation plans. He discusses them with other special representatives at weekly meetings where the best and most practical ideas are developed and passed back to all managers. The organizational committee for the campaign consists of Martin J. Mullin, president; Hy Fine, Robert Sternberg, Jerry Govan, Chester Stoddard, Harry Browning, H. W. Glidden, Joseph Plunkett, Jack Saef, Bill Romanoff and George Moffitt. Representing the managers for the month of October are managers James Davis, Leo Lajoie and Max Nayor; for November, Larry Burke, Mel Morrison and Marvin Huban; for December, Arthur Keenan, Ray McNamara and Ben Greenberg.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
Color by Technicolor - A Paramount Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Puhlisher; Sherwin Kane, Editor. Puhlished daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpuhco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herhert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. Samuel D. Berns, Manager; William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cahle address, "Quigpubco, London.". Other Quigley Puhlications: Motion Picture Herald; Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Taxes Among Subjects for Canada Meets

TORONTO, Oct. 21.— Road show complaints, the amusement tax and the adult age limit are among the issues to be taken up at the national conventions of Canadian industry organizations, including the Canadian Motion Picture Industry Council, as evidenced by the actions taken at meetings of the provincial organizations.

In Regina, the Saskatchewan Motion Picture Exhibitors Association seeks to protest the number of road show attractions foisted upon them or do without the regular films.

This matter was taken up without success at last year's meeting of the CMPIC. The Saskatchewan association also seeks to have the distributors use plastic cases for shipping. The Saskatchewan group also feels the National Film Board is encroaching on the rights of private enterprise. There has been some pressing by service clubs on the exhibitors that they should play more NFB subjects.

In Edmonton, the Alberta Motion Picture Exhibitors called for the lowering of the age for attending adult shows from 16 to 14 and removal of the amusement tax from tickets up to 50 cents or a five per cent reduction.

The Alberta exhibitors look for a general revision of the Amusement Act in their province along the lines of the Ontario act. A resolution asks that distributors consider special operations problems of the smaller operators. They returned Mayor A. W. Shackleford of Lethbridge to the office of president for his 11th successive term of the ATA's 11-year existence. The vice-presidents are Doug Miller, Taber; D. C. Fox, Pincher Creek; D. A. Boyle, Macleod; and W. H. Wilson, Edmonton. B. H. Wiber was elected asistant secretary.

McKenzie Succeeds Winterton

J. D. McKenzie, Estevan, was elected to the presidency of the Saskatchewan association to fill the vacancy left by the retirement of W. E. Winterton. J. Ludholme is vice-president and J. Heaps, secretary-treasurer. Directors are J. D. Watson, W. Winterton, I. Reinhorn, W. Pyle, D. Hood, R. D. Armstrong, M. Crawford, H. S. Humphries, C. V. Marshall, G. R. Miller, G. M. Miller, H. Durham, H. Falconer, H. Gunn, and J. King.

'Contessa' Hits Record

"The Barefoot Contessa" scored the biggest opening-day business ever registered by a United Artists release at the United Artists Theatre in Chicago, it has been announced by UA general sales manager B. G. Kranze. The midwest premiere of "The Barefoot Contessa" at the United Artists Theatre on Wednesday grossed $5,620, Kranze said.

'Contessa' Opening

United Artists' "The Barefoot Contessa" will have its Philadelphia premiere at the Midtown Theatre next Wednesday.

At Boasberg Testimonial

Photo by Floyd Stone

Honoree and associates in Distributors Corp. of America at testimonial luncheon given by exhibitors at Sheraton Astor Hotel here yesterday. From left to right, standing, Charles Boasberg, D.C.A. general manager; seated Fred J. Schwartz, president, and Irving Wormser, vice-president and general sales manager.

(*Continued from page* 1)

duced the master of ceremonies, O'Donnell, to open the post-luncheon program. O'Donnell observed that in years past when buying film from Boasberg, he had believed that a testimonial for the former RKO Radio general sales manager could be held in a phone booth.

Looking over the capacity gathering, O'Donnell added, "Now I see we could have used the Polo Grounds."

Rinzler Lauds New Company

Sam Rinzler of Randforce Circuit lauded Schwartz, Boasberg and Wormser for their courage and enterprise in aligning themselves with the new company and commended the part he predicted D.C.A. will play in "relieving the film shortage."

Rinzler's remarks were liberally sprinkled with characteristic sallies that kept the audience in good humor. Item: "The companies' sales gimmicks are so clever I've always thought they should put their sales forces up for Academy Awards instead of their pictures." "Distributors are real magicians. I've seen them change every letter in the alphabet to 'A'." Item: "I tried to get out of coming here today, but everybody reminded me of the adjustments I'd gotten from Boasberg, so here I am."

Schwartz Predicts 'Correction'

Schwartz, head of Century Circuit as well as the new production-distribution company, D.C.A., drew laughter from the gathering with his opening statement: "I've yet to see an exhibitor who's paid enough film rental. That's something we're going to correct at once."

Turning serious, Schwartz asked for exhibitor support for D.C.A., spoke of his friendship and high regard for Boasberg and Wormser and thanked those responsible for the testimonial.

Ned E. Depinet, former head of RKO Radio, related the circumstances of Boasberg's first employment by that company as a salesman in Buffalo in 1931 and described his personal pleasure in observing Boasberg's steady rise, eventually to become RKO Radio general sales manager, a post he left to join D.C.A.

Joseph Kaufman, producer of "Long John Silver," D.C.A.'s first release, voiced his confidence in the management of the new company, explaining that was the reason for turning over his production to an as yet untried concern for distribution. He is returning to Australia where the picture was made, he said. knowing that his property is in good hands.

Harry Brandt added a tribute to D.C.A. and its officers, saying its initials could stand for "decency, confidence and ability," and that the character of the personalities would get contracts from exhibitors as well as patrons of the testimonial gathering "even had there been no product shortage."

Reade Pledges Support

Reade presented Boasberg with a gilded telephone with which to do his film selling, as a bit of ribbing, and in more serious vein pledged exhibitor support "with more than words" in appreciation of the help D.C.A. promises to give in the way of solving exhibitors' product supply problems.

Boasberg responded with a sincere declaration of his appreciation. "If we succeed," he said, "it will be good for everyone—for the industry to have a new source of quality pictures, and for distribution as well as exhibition. With your support and cooperation we will succeed."

Coast Players Again To Entertain Troops

HOLLYWOOD, Oct. 21.—Hollywood talent again will supply holiday entertainment for American troops throughout the world, as requested by the Department of Defense, with the Hollywood Co-ordinating Committee and the USO Camp Shows cooperating in the activity.

HCC president George Murphy has appointed a committee to proceed at once with plans for the setting up of five principal touring groups that will include about 88 stellar players.

People

Harry Anger, chairman of the talent committee for the Greater New York Cerebral Palsy Telethon, announced that such stars as **Kaye Ballard, Betty Furness, Polly Bergen, Jerome Courtland, Gabby Hayes, Al Hodge, Barry Sullivan, Hazel Scott, Eva Gabor, Roger Price, Juanita Hall, Virginia Graham, Nancy Craig,** and **Barry Sullivan** will be on hand to entertain. The telethon will be televised over WABC-TV beginning 10:30 on Saturday and continuing until 3:30 p.m. on Sunday.

□

Stanley F. Hodes, production executive with Rainbow Pictures in Miami, and son of the late Hal Hodes, Columbia Pictures executive, will be married today to **Nita Kaufman** of that city.

□

Dick Lang, manager of Portland's RKO Radio exchange, has been named chairman of the Will Rogers Memorial Hospital drive. **Thomas Walsh,** general manager of J. J. Parker Theatres, has been named co-chairman for the Oregon theatres.

□

Dave Prince, southern district manager of RKO in Atlanta, and **Herman Rhodes,** drive-in owner in Alabama and Georgia, have recovered from heart attacks.

□

Harold E. Wondsel, of New York, president of Sound Masters, Inc., producers of television motion pictures, announced the arrival of a son, **Harold E. Wondsel, Jr.,** on Oct. 16.

□

Mrs. H. Hudson has the unique distinction of being the oldest woman operator of a motion picture theatre in Oregon.

□

Mrs. Edward Zane is now operating the Hollywood Theatre in Salem, Ore.

□

Bill Wolfson, city manager of Wilby Theatres in Montgomery, Ala., underwent an eye operation in the hospital there.

□

Ken Edrisnick is the new salesman for Warner Brothers in Portland. Edrisnick was formerly in the same capacity at Omaha.

Ed Grainger to S.F.

HOLLYWOOD, Oct. 21.—Edmund Grainger, president of Edmund Grainger Productions, Inc., has been invited by a group of top exhibitors in Northern California to meet with them over the weekend to discuss his forthcoming product. Grainger will arrive in San Francisco today and will return to Hollywood on Monday. The producer has just signed with RKO for the distribution of his forthcoming "A" pictures.

Ryder Says Sound Is 100% Better in Horizontal-Feed VV

HOLLYWOOD, Oct. 21.—Loren L. Ryder, director of engineering for Paramount Pictures, tonight told 300 members of the Society of Motion Picture and Television Engineers that the horizontal-projection system for VistaVision pictures achieves improvement in sound equivalent to the improvement in pictorial quality. Ryder said the system enables the sound range to be doubled and that the consequent improvement in sound will be about 100 per cent.

Calls It Best Ever

Declaring that sound produced with the horizontal-projection equipment is the best the industry ever has experienced, Ryder explained that this improvement in sound is due to the fact that the film travels twice as fast through the side-wheeling projectors as through standard vertical-feed projectors, and that this doubled speed greatly enlarges the film's sound capacity and versatility.

Ryder's statement was made in course of his SMPTE paper entitled "VistaVision Exhibition," which was accompanied by a practical demonstration of VistaVision on the same great screen where the process was developed and perfected.

Ryder emphasized the point that VistaVision, as used in standard vertical-feed projectors, adds greatly to the pictorial quality on any screen in the world, and that the horizontal-projection system, utilizing direct-contact positives printed from unreduced VistaVision negative, makes it possible, for the first time, for theatres and drive-ins with screens up to 100 feet wide to match small-theatre screen results in pictorial quality.

Frayne Paper a Feature

The VistaVision demonstration, conducted at the studio, was the highlight event on the Thursday program, which was featured also by John G. Frayne's paper on the new Westrex photographic stereophonic sound system employing the two-channel method, practical for reproducing over either the two-speaker or three-speaker setup.

Brisson May Switch From Para. to RKO

HOLLYWOOD, Oct. 21.—Frederick Brisson, independent producer, whose impending production, "Girl Rush," has been scheduled for production on the RKO Radio lot and for RKO release, said today he is negotiating with Paramount vice-president Y. Frank Freeman for a possible switch to Paramount studio and release. The reason named was to gain access to the full facilities of the VistaVision process as well as its personnel.

Party for Feldman

Members of 20th Century-Fox advertising, publicity and exploitation departments will hold a farewell luncheon today honoring Edward Feldman, advertising copywriter, who has been called to active duty by the Air Corps. Feldman, formerly fan magazine contact for the company, reports to Westover Field, Mass., next week to begin his duties as a public information officer.

136 Manufacturers Join TOA Meet in Big Trade Show

Manufacturers representing 136 different firms, taking virtually all available booth space, promise to make the forthcoming Theatre Owners Convention in Chicago, Oct. 31-Nov. 4, one of the biggest trade shows.

Cooperating in the venture by holding their conventions at the same time will be the Theatre Equipment and Supply Manufacturers Association, Theatre Equipment Dealers Association, and the International Popcorn Association.

The trade shows, to be conducted at the Conrad Hilton in Chicago, will be free to theatremen whether or not they belong to any exhibitor organization.

The general theatre equipment exhibits, as regularly conducted by TESMA, is combined this year with the trade show of the International Popcorn Association, which will also be in convention during this period. The two expositions will immediately adjoin each other. Although conducted by the popcorn industry, the IPA exhibits will embrace all phases of theatre refreshment merchandise.

Refreshment Forum Slated

Besides the usual TESMA-TEDA forum, there will be an IPA-TOA forum of similiar purpose concerned with refreshment merchandising. The TESMA-TEDA forum will be devoted to new techniques and general equipment problems.

The moderator of the TESMA-TEDA forum, to be held Wednesday afternoon, will be Alex Harrison of 20th Century-Fox Film Corp., and the meeting will be addressed by Loren Ryder, technical director of Paramount Pictures Corp.; Earl Sponable, technical director of 20th Century-Fox; M. A. Stevens, Bausch & Lomb Optical Co.; J. F. O'Brien, Radio Corp. of America; A. J. Hatch, Strong Electric Corp.; and Leonard Satz, Raytone Screen Co.

Panel Members Listed

Panel members for the discussion will be F. C. Matthews of Motiograph, president of TESMA; A. E. Meyer, International Projector Corp.; L. E. Pope, Fox Midwest Theatres; Nash Weil, Wil-Kin Theatre Supply Co., Atlanta; Edwin Goge, Walter Reade Theatres; Joseph Zaro, Bijou Amusement Co.; E. J. Nelson, The Ballantyne Co.; John R. Miles, Projection Optics, Inc.; F. C. Dickely, Altec Service Corp.; W. A. Gedris, Ideal Seating Co.; Robert Gottschalk, Panavision, Inc.

The IPA-TOA forum is scheduled for all day Thursday. The moderator will be Bert Nathan of the Theatre Popcorn Vending Corp., Brooklyn, vice-president of IPA and co-chairman of TOA's concessions committee. Talks will be made by Nathan Buchman, also co-chairman of TOA's Concessions Committee; Van Myers, Wometco Theatres; Lee Koken, RKO Radio Theatres; Melvin Rapp, Apco, Inc.; and Melvin Wintman, Smith Drive-In Theatres.

Balaban

(*Continued from page* 1)

his experience as an exhibitor, when, he, too, thought "the sky was falling," when in 1908 his brother informed him in Chicago that one of the distributors was hiking his film rentals from $1 per day to $25 per week. "We never thought we'd survive," he confided, drawing the parallel with today's exhibitors' complaints.

"Film rental terms since I've been in the business," Balaban argued, "always have been 'onerous' from exhibition's point of view and not enough from the point of view of production-distribution."

"How can anyone guarantee a profit for exhibition?" he asked, and added, "Who is to guarantee a profit to production?"

The only sure thing in life is the $65 per month offered by the government in social security, Balaban stated, stressing his feeling that chances must be taken by both sides of the industry. He said he welcomed the news that exhibition plans to enter production, explaining that such a step will offer those exhibitors insights into the problems of production, the work, talent and money which has to be marshaled for a particular picture.

Closes Still Dept.

OTTAWA, Oct. 21.—In order to concentrate fully on motion picture production, Associated Screen News is closing its still photo departments at the end of October, including branches in several areas of Canada.

Smakwitz

(*Continued from page* 1)

because I do not think the industry should turn to the Government for a solution of its problems. The industry has the manpower, the intelligence and the experience to settle all of its problems around the table, without Government intervention. Federal regulation of distribution would be a springboard to further regulation. We do not need it, should not seek it.

"The Government does not want to regulate industry; it wishes industry to regulate itself. Neither major political party, on the basis of campaign speeches, wishes Government regulation of industry."

Allied should concentrate on a solution of problems by and within the industry, said Smakwitz, who added that he does not consider the matter of film rentals to be arbitrable.

'Parents' Magazine Award to 'Romeo'

"Romeo and Juliet" has been selected by Parents Magazine to receive its award for "Extraordinary Achievement in 1954," the highest motion picture honor bestowed by the magazine during the year.

Winner also of this year's grand prize at the International Film Festival in Venice, Italy, "Romeo and Juliet" is scheduled to be released by United Artists for the Christmas season, with its Los Angeles opening set to enable the J. Arthur Rank Organization presentation to compete for this year's Academy Awards.

TOA Sets Schedule Of Events for Its 4-Day Convention

The complete schedule of events for the Theatre Owners of America convention and trade show in Chicago, Oct. 31 to Nov. 4, at the Conrad Hilton Hotel, has been disclosed here.

On Monday, Nov. 1, there will be a special screening of 1954-55 product at the State Lake Theatre, to be followed by the keynote address to be delivered by Pat McGee. On that day there also will be a "Speak-Your-Mind" session and open house by Theatre Equipment and Supply Manufacturers Association and Theatre Equipment Dealers Association.

Closed Session Tuesday

On Tuesday, a session on film problems open to exhibitors only will be held. After the luncheon, there will be an open discussion, while the ladies will be invited to a tea and fur show and art exhibit at the Hotel Ambassador East.

There will be a drive-in theatre forum on Wednesday, in addition to a theatre equipment and new processes forum. At night there will be a supper and square dance. For the ladies, a matinee of "Wonderful Town" will be featured.

President's Banquet Thursday

On Thursday, the concessions forum will be highlighted and in the evening the president's banquet will be held. For the ladies on the same day there will be a breakfast at the Hotel Sherman and the "Welcome Travelers Show."

Adv. Code

(*Continued from page* 1)

at a meeting two weeks ago, 12 of the houses were exonerated.

Motion picture theatremen throughout the city were against McCaffrey's proposed guide for exterior advertising for theatre lobby displays and marquee advertising, feeling that "the vast majority of houses were self-regulating in exterior advertising." However, it was learned that the City Corporation Counsel's office has advised McCaffrey that there is no legal authority at this time for any action on censorship of a theatre's advertising.

A staff representative of the Corporation Counsel's office revealed that under Section 1141A of the Penal Code, police authority may be exercised upon any house found to be using improper advertising.

Gordon Critical

(*Continued from page* 1)

TV, said that McDonald must know that the creation of subscription would give a monopoly to the current seven channels. He asserted that McDonald should be aware of the fact that to cripple any other means of public communication for the benefit of a few could result in the few controlling all outlets.

The granting of any given time to one station for toll TV would only be a wedge by which all TV stations could "get into the act," Gordon said. If the venture proved to be profitable, it could eliminate the "air for free TV," he added. In time, all good programs would be limited to subscription television, Gordon asserted.

From Universal

TWO IMPORTANT PICTURES AVAILABLE FOR THE HOLIDAY SEASON!

BOTH POWERFULLY PRE-SOLD BY SPECTACULAR COLOR ADS IN NATIONAL MAGAZINES!!

Universal International

More than
90 MILLION
PEOPLE
will see the
pre-selling
ad campaign
which includes
DOUBLE TRUCK
FULL PAGE
and
FULL COLOR
ads on the
pages of:

LIFE
LOOK
This Week
MAGAZINE
parade
modern screen
Motion Picture
WEEKEND
PICTURE MAGAZINE

AGAINST THE RAVAGING HORDES O

SIGN OF T

IN CINEMASCOPE

STARRING

JEFF CHANDLER · JACK PALANC

with JEFF MORROW · GEORGE DOLENZ · EDUARD FRANZ · ALEXANDER SCOUR

TILA STOOD A WARRIOR'S MIGHT AND A PEOPLE'S FAITH!

AND AGAINST HIS RUTHLESS PAGAN LUSTS

...THE POWER OF A WOMAN'S LOVE!

PAGAN

The story of ATTILA the HUN!

COLOR BY *Technicolor*

LUDMILLA TCHERINA · RITA GAM

A GREAT NOVEL!
A GREAT SCREEN ENTERTAINMENT!

cted by DOUGLAS SIRK · Screenplay by OSCAR BRODNEY and BARRÉ LYNDON · Story by Oscar Brodney · Produced by ALBERT J. COHEN

The wonderful story of **Three sailors on leave...**

Three girls in love

and Five little orphans

in trouble!

SO THIS IS PARIS

COLOR BY TECHNICOLOR

TONY CURTIS · GLORIA DeHAVEN
GENE NELSON · CORINNE CALVET · PAUL GILBERT

with MARA CORDAY · "MISS UNIVERSE OF 1954" CHRISTIANE MARTEL · "MISS U.S.A. OF 1954" MYRNA HANSEN

Directed by RICHARD QUINE · Screenplay by CHARLES HOFFMAN · Produced by ALBERT J. COHEN

The impressive campaign of color ads on the pages of 20 LEADING NATIONAL PUBLICATIONS will pre-sell the readers of LIFE...LOOK...AMERICAN WEEKLY PARADE...THIS WEEK...SEVENTEEN...REDBOOK...COSMOPOLITAN...FAMILY CIRCLE...WOMAN'S DAY...WOMAN'S HOME COMPANION...HIT PARADER CORONET...SONG HITS...PHOTOPLAY...FILMLAND...SCREEN STARS... MOVIE LIFE...MOVIE STARS PARADE...WEEK-END PICTURE MAGAZINE (Canada)

Again in 1954....

The Motion Picture Industry has scheduled more advertising in LOOK than in any other major magazine

Take Universal-International, for example. Its 1954 schedule in LOOK consists of 10 pages, culminating in a big four-color spread on its top holiday attraction

"SIGN OF THE PAGAN"

ADVERTISED IN THE DEC. 28 ISSUE, ON SALE DEC. 14

Why, year after year, have the motion picture industry's leading advertisers made such extensive use of this magazine? Why has Universal-International scheduled more advertising in LOOK during 1954 than in any other major magazine?

The answers are simple:

- **LOOK reaches one of the largest magazine audiences ever assembled—20,650,000 movie prospects every issue.**
- **73.7% of these LOOK readers are in the top movie-going age group (under 45).**
- **LOOK pre-sells the movies through constant and exciting coverage of the Hollywood scene, devoting an average of almost five pages an issue to the latest releases and to warm, authoritative stories about screen people.**
- **LOOK's editorial approach to the movies is a positive, constructive one. LOOK presents the pictures its editors feel will appeal to LOOK's huge family audience.**

It is for these reasons that Universal relies on LOOK to build the tremendous box-office potential today's high-cost productions require. And these are the reasons why Universal has already made plans to employ the selling power of LOOK in 1955...starting with a colorful ad in the January 11 issue (on sale Dec. 28) featuring

"SO THIS IS PARIS"

For real box-office all year 'round, book the pre-sold films you see advertised in LOOK.

LOOK ...*Movies' Greatest Salesman*

OTHER HOLIDAY BOX-OFFICE ATTRACTIONS BEING ADVERTISED IN LOOK:

"Deep In My Heart"	(MGM)	Nov. 30 (on sale Nov. 16)
"Jupiter's Darling"	(MGM)	Dec. 28 (on sale Dec. 14)
"20,000 Leagues Under the Sea"	(Walt Disney)	Nov. 16 (on sale Nov. 2)
"Vera Cruz"	(United Artists)	Dec. 28 (on sale Dec. 14)

N-E-W-S . . .

like the wind, it keeps changing—like the wind, it affects the course you steer . . .

Keeping abreast of the trade news is a daily "must" for the alert-minded, active members of this industry. They are the men and women who are conscious of the fact that events of today shape the course to steer for tomorrow. They keep constantly informed about what goes on, and why. They know the news while it IS news!

To obtain and bring that news to you promptly MOTION PICTURE DAILY has the advantage of the largest national and international news-gathering organization in the industry—and the personnel with the know-how to sift and evaluate realistically.

Atop the front page each day, adjoining the name-plate of the paper, is the assurance that you have before you "All The News That Is News . . . Concise And To The Point." We are mindful of the value of your business-day reading time.

Every issue of MOTION PICTURE DAILY is edited as though our reputation depends on it. As a matter of fact, we consider that it does.

Researcher Honored At RETMA Meeting

SYRACUSE, N. Y., Oct. 21.—A citation presented to Arthur V. Loughren, vice-president in charge of research of the Hazeltine Corp., featured the three-day meeting held here by the Radio-Electronics-Television Manufacturers Association. The meeting, held at the Hotel Syracuse, marked the 26th anniversary of the annual sessions.

The award, which honored Loughren's contributions to color television circuitry, was presented by Dr. W. R. G. Baker, vice-president of the General Electric Co. and general manager of the Electronics Division, who received the association's first award in 1941 for his work in the development of black-and-white television standards. Dr. Baker also is the director of the RETMA engineering department.

Later award winners included Frederick S. Barton, chief scientific officer and principal director of electronic research and development for Great Britain; Dr. Lee A. DuBridge, formerly in the radiation laboratory at Massachusetts Institute of Technology; Dr. William Litell Everitt, dean of the College of Engineering at the University of Illinois; Dr. E. W. Engstrom, vice-president in charge of the RCA Laboratories, and Mrs. Martha E. Kinzie of Syracuse, secretary to Dr. Baker, who was honored for her work as secretary of the National Television System Committee.

Peggy Ann on Air

Publicity for 20th Century-Fox's "Black Widow" in CinemaScope will be gained during the next week by a series of appearances by Peggy Ann Garner on TV and radio and press interviews, Miss Garner, will guest on Ed Sullivan's CBS-TV "Toast of the Town" this Sunday, following early next week with appearances on Dave Garroway's "Today," NBC-TV, The Stork Club, ABC-TV, and Steve Allen's "Tonight," NBC-TV.

'No Speakers'

(*Continued from page* 1)

and individual stars will perform in the acts for which they are noted.

Record attendance is expected at the dinner as a result of the intensive membership drive announced earlier by Jack Cohn, president of the Motion Picture Pioneers and the Foundation of Motion Picture Pioneers. Cohn emphasized that all men with 25 years or more in production, distribution, exhibition or laboratory are eligible for membership and that only members can purchase tickets to the 16th annual showmanship dinner.

In addition to the fraternity of fellow veterans of the industry, membership in the organization offers the opportunity to become a part of the great but unpublicized humanitarian work of the Pioneers, Cohn said.

Houser Here

(*Continued from page* 1)

sion of the internationally famous fairy tale.

Houser will headquarter at the RKO home office during the two weeks he will be in New York.

Lieber has also assigned Houser to work on the New York campaign for RKO's "The Big Rainbow," which opens on Christmas Day at the Mayfair Theatre. The Jane Russell Technicolor film is the first to be released for Superscope.

"Hansel and Gretel" was filmed in Technicolor using a cast of Kinemins, electrically-magnetic dolls which are controlled by buttons on a master electronic board.

J. J. Theatres Get Burnside Here

The Loew's Burnside in the Bronx, recently shuttered, has been leased to J. J. Theatres, Inc., which will reopen the theatre today.

The Burnside was one of the theatres which Loew's had to dispose of under terms of its consent decree.

'Paris,' 'Pagan' Promotion

(*Continued from page* 1)

Pictures' vice-president and general sales manager.

"Sign of the Pagan," said to be the most costly negative produced on the U-I lot to date, is the story of Attila the Hun whose barbarian hordes threatened to overrun Europe in the days of Christian Rome's glory. In CinemaScope and Technicolor, it stars Jeff Chandler, Jack Palance, Ludmilla Tcherina and Rita Gam.

"So This Is Paris" is a Technicolor musical starring Tony Curtis, Gloria deHaven, Gene Nelson, Corinne Calvet and Paul Gilbert—the story of three gobs on leave in Paris, interspersed with romance and nine musical numbers, Feldman said.

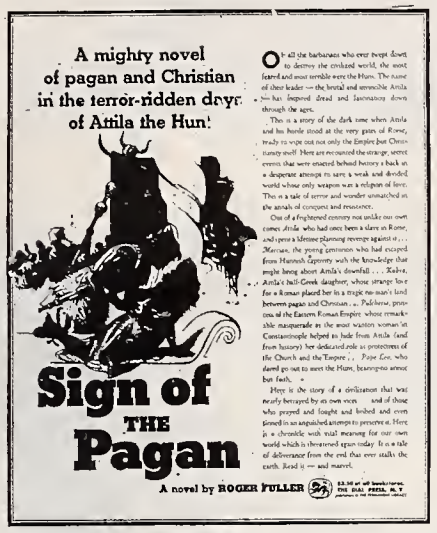
Universal's sales organization, according to Feldman, has embarked upon an all-out drive to book "Sign of the Pagan" for Christmas and "So This Is Paris" starting with New Year's Eve dates. Prints of both pictures have been rushed into all exchange cities for special exhibitor showings, he reported.

David A. Lipton, Universal vice-president, recently announced that a record national magazine advertising budget has been allotted for the preselling of these two pictures.

In announcing the holiday release of "Sign of the Pagan" and "So This Is Paris," Feldman said that the national magazine ads on the former would be seen by more than 90,000,000 people with double truck, full page and full color ads scheduled to break in "Life," "Look," "This Week," "Parade," "Modern Screen," "Screen Stories," "Motion Picture," "Movieland" and "Week-End Picture Magazine" of Canada. The promotional campaign is also scheduled to take full advantage of touring personalities in the manner of the launching of "The Glenn Miller Story."

The "So This Is Paris" ads are scheduled to appear in 20 leading publications including "Life," "Look," "American Weekly," "Parade," "This Week," "Seventeen," "Redbook," "Cosmopolitan," "Family Circle," "Woman's Day," "Woman's Home Companion," "Hit Parader," "Coronet," "Song Hits," "Photoplay," "Filmland," "Screen Stars," "Movie Life," "Movie Stars Parade" and "Week-End Picture Magazine."

National Pre-Selling



Book campaign precedes motion picture campaign

IN a carefully timed arrangement between Dial Press, publisher of "Sign of the Pagan," and Universal, producer of the motion picture, a campaign in the book sections of metropolitan newspapers will be followed by a national magazine campaign for the motion picture.

The book campaign commenced with powerful full-page ads in New York "Times" Sunday book section (which carried the ad reproduced above) and in Chicago Tribune, San Francisco Chronicle and Los Angeles Times. Advance sale to book stores was 10,000 copies.

Prior to Universal's Christmas release of "Sign of the Pagan," the national magazine campaign will be launched with ads in full color: Two-page spread in Look, full page in Life, and full-color ads also in Parade and This Week, plus the fan magazines.

•

U-I's national magazine expenditure $750,000 for 1954

Universal's total expenditure for advertising in national magazines for the year of 1954 will reach a record figure of $750,000. This will be more than double the amount of U-I's figure for the previous year. It includes the campaigns for "Bengal Brigade," "So This is Paris," and "Sign of the Pagan" which will account for $281,000 in more than 20 national publications.

Additionally, U-I has almost doubled its advertising expenditure in TV and radio and has stepped up various forms of promotion and exploitation. All of which certainly adds up to national Pre-selling, with a capital "P."

•

Parade, the Sunday supplement in 47 metropolitan newspapers, will devote the front cover of its Oct. 24 issue to a full-color portrait of Marlon Brando as Napoleon, with a story in the issue. This is the role played by Brando in the forthcoming 20th-Fox picture "Désirée."

The front cover of Redbook's November issue is devoted to Grace Kelly, labeled as "Hollywood's most sought-after actress."

Ed Miller of "Seventeen" reviews: "Bridgadoon," "White Christmas," "High and Dry" and "Little Kidnappers" in the November issue.

WALTER HAAS

Para. Offering Radio TV 'White' Material

Paramount is making available to exhibitors special television and radio promotion material on Irving Berlin's "White Christmas," as part of the company's advertising - publicity - exploitation campaign for the first motion picture in VistaVision.

This material includes a free TV sound film clip featuring Bing Crosby and Rosemary Clooney in one of the dramatic scenes. The clip is designed for local TV shows that feature commentators, reviewers, "Around-the-Town" newscasters, women's programs, etc.

A two-sided recorded interview with Rosemary Clooney, each side being a complete 15-minute radio program with music, also is provided. The platter too is available without charge.

"Live" radio spot announcements of 20, 35 and 50 words also are being offered to the exhibitors, as are suggestions for making arrangements with disc jockeys.

Legion Reviews 18; One in 'C,' 8 'B,' 9 'A'

One film out of 18 pictures reviewed in the latest listing of the National Legion of Decency is placed in Class C, eight are rated as "B" and nine as "A."

The picture in Class C is "Garden of Eden."

The eight films in Class B are "Adventures of Hajji Baba," "The Barefoot Contessa," "Carmen Jones," "Jesse James' Women," "Phffft," "So This Is Paris," "Tarzan, the Ape Man" and "This Is My Love."

In Class A, Section 2 are "Bamboo Prisoner," "Beau Brummell," "Crossed Swords," "Fire Over Africa," "Sign of the Pagan" and "Unchained."

The remaining three pictures, all in Class A, Section 1, are "Quest for a Lost City," "Roogie's Bump" and "The Yellow Mountain."

Name Carlson AA Portland Manager

PORTLAND, Ore., Oct. 21.—Richard C. Carlson, who has been acting manager of the Allied Artists' exchange here since the transfer some months ago of Jack R. Felix to the Denver branch, has been named manager of the exchange, it was announced by Harold Wirthwein, Western division sales manager.

Lindsley to Head TNT Unit Sales

Fanshaw Lindsley has been appointed general sales manager of TNT Tele-Sessions, the business and industrial division of Theatre Network Television, Inc., it was announced by Nathan L. Halpern, president. For the past 13 years, he was associated with Time, Inc., as an advertising executive on "Fortune Magazine."

Lindsley will institute sales and promotion program to acquaint agencies and corporations with what he terms "a tremendously persuasive new and dynamic element in large-scale private business communication." Organized five years ago, TNT and Tele-Sessions are said to produce over 90 per cent of all large screen closed-circuit business, entertainment and sports telecast.

Loew's-UATC Split Six Joint Theatres

Three theatres each were received by Loew's Theatres and United Artists Theatre Circuit in a split-up of the six Loew's-UATC jointly owned houses in five cities under an agreement between the two circuits, reached recently.

The agreement, representing the culmination of protracted negotiations, was necessitated by the terms of the Loew's consent decree.

Under the terms of the deal, it was stated, that UATC acquired Loew's State, Los Angeles; the Penn, Pittsburgh and the State, Louisville. Loew's acquired the Century, Baltimore, and Broad and Ohio, Columbus, O.

All six houses had been Loew's operated.

Lorber Named P.R. Head of Chromatic

Norman Lorber has been appointed director of public relations of Chromatic Television Laboratories. The company, which has developed the one-gun Lawrence color television picture tube, is a subsidiary of Paramount Pictures Corp.

Lorber, a former member of the news staff of The New York "Times," has most recently been television editor of "Tide Magazine." He had previously been assistant public relations director of television station WPIX here. Lorber replaces Sol Sanders, who recently resigned to take a position at McGraw-Hill.

PROPOSED HARTFORD DRIVE-IN SAID TO BE WORLD'S LARGEST

HARTFORD, Oct. 21.—A half-million-dollar drive-in theatre project, with car capacity at 2,010, will be built on a newly acquired 25-acre tract of land adjacent to the Veterans Highway in the North Meadows of Hartford by A. J. Bronstein, principal backer of the East Hartford Family Drive-in Theatre Corp., South Windsor, Conn., and associates.

Application Filed

Bronstein has filed application with State Police Commissioner John C. Kelly for authority to proceed with construction of the venture, said to be largest outdoor theatre in the world. A Westbury, L. I., theatre, with capacity for 1,900 cars, currently claims the latter distinction.

The screen will measure 140 feet by 65 feet, thus far surpassing current facilities anywhere in the industry, according to attorney Bernard E. Francis, counsel for the Bronstein interests. An April 1, 1955, opening is planned, with Bronstein negotiating for first-run product.

"Unique features will include a modernistic, six-lane cafeteria building, swimming and wading pools—first of their kind in an eastern drive-in theatre—and extensive playground facilities, situated in two sections," Bronstein said.

parade

the
Sunday Picture Magazine
will carry the ball for,
not one, *but two* great
new Holiday Hits by

Universal International

in DECEMBER

Sign Of The Pagan

in CinemaScope and Technicolor
to be advertised in color
in Parade, Dec. 19 issue

•

So This Is Paris

in Technicolor
to be advertised in color
in Parade, Dec. 26 issue

Parade will carry the news of these two big attractions to more than 14,000,000 readers of Sunday newspapers in 47 key situations and surrounding areas.... Parade has what it takes to pull these people into the box office, and Universal-International knows it.

parade

"I'm sure your mother wouldn't object— after all, it's a COMPANION-approved movie!"

Early or late—in large or small theaters, COMPANION-approved movies offer the best in entertainment for the whole family. Over 4 million women see the COMPANION's movie reviews and are guided by them.

Theater owners, too, know that COMPANION-approval means a big "plus" in their box office take.

So, with paying customers and theater men behind the COMPANION, Hollywood movie people do what comes naturally—keep right on spending more money in the COMPANION than in any other monthly magazine—just as they've done for the past seven years.*

**Except, of course, the fan magaziaes.*

Currently advertised in the COMPANION

A Star is Born.....Warner Bros.
The Last Time I Saw Paris.....MGM
Beau Brummel.....MGM

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVE., NEW YORK 19, N.Y. — PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIER'S, THE AMERICAN MAGAZINE

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 80 NEW YORK, U. S. A., MONDAY, OCTOBER 25, 1954 TEN CENTS

Cite 'Danger'

Drop Proposal For Exterior Ad Code Here

2 Times Square Houses To Give Full Cooperation

The voluntary code for exterior advertising went "phffft" when New York City exhibitors and License Commissioner Edward T. McCaffrey, along with religious, civic, and business leaders rejected the suggested plan as a dangerous form of censorship which may appear to be harmless now but, in the future, may be dangerous.

Meeting at the weekend in the License Commissioner's offices, the group received a pledge from two theatres,

(*Continued on page* 3)

Show Superscope in Paris; Rome Next

PARIS, Oct. 24.—Walter Branson, RKO's world-wide sales manager, and Joseph Tushinsky, co-inventor of Superscope, left here over the weekend for Rome, where they will hold the second European demonstration of the new wide-screen process on Tuesday at the Capitol Theatre.

Following the demonstration in

(*Continued on page* 3)

MGM Set for 'Workshop'

M-G-M has enlisted two exhibitors to lead off its "Ticket Selling Workshop," Oct. 28 at the William Penn Hotel in Pittsburgh, according to Mike Simons, director of customer relations, who will conduct the Workshops in line with the recent announcement by vice-presidents Charles M. Reagan and Howard Dietz.

Sparking off the inaugural discussions will be Irving Clumb, manager of the Riverside Theatre, Milwaukee, and Herbert I. Brown, operator of the Victoria, Greenfield, Mass. Clumb's assist for the maiden session was obtained by arrangement with James E. Coston, head of Standard Theatres Management in the Midwest. Clumb and Brown will appear in the roles of

(*Continued on page* 4)

Move for Censorship By Canada Catholics

TORONTO, Oct. 24.—The Catholic Women's League has announced a new campaign through its many parish organizations in Canada for tightened censorship of moving pictures at theatres and increased control of television and radio programs in all the provinces. Chief objection was taken, it was stated here, to the type of films for TV programs which were viewed in many homes as well as occasional profanity on the CBC network.

A protest was made regarding the moral tone of some theatre films from Europe in recent months.

Lantz' Sentiment

Warns Present Rentals May Cut Length of Shorts

By LESTER DINOFF

Unless U. S. exhibitors allow distribution companies to increase rental terms for animated cartoons and short subjects, the rising production costs will tend to cut the running time of shorts, independent producer Walter Lantz stated here at the weekend.

Recently returned from a 4,000-mile, two-months automobile tour of the Continent where he met with theatremen in large and small towns, Lantz, who is marking his 25th year as a cartoon producer for Universal Pictures, declared that "since 1941 salary costs for animators have almost doubled, causing a boost in production costs from $15,000 to about $30,000 for a six-minute cartoon."

Speaking at a trade press luncheon,

(*Continued on page* 3)

Switch 'Girl Rush' From RKO to Para.

HOLLYWOOD, Oct. 24. — Y. Frank Freeman, vice-president in charge of Paramount Studios, and Frederick Brisson, in behalf of Floyd B. Odlum of Atlas Corp., who controls Independent Artists Pictures, Inc., have concluded a deal whereby the $2,500,000 Technicolor musical-

(*Continued on page* 4)

SKOURAS' DEATH SHOCKS INDUSTRY

Charles Skouras

Leaders' Tributes To Charles Skouras

Nicholas M. Schenck, President of Loew's: "I deeply mourn the loss of my friend Charles Skouras, who was a great figure in our industry."

Charles M. Reagan, vice-president, sales manager Loew's: "The passing of Charlie Skouras takes from our midst a valued friend who occupied a particular place in my affections. This is a personal loss. He was a man who truly represented the pioneering spirit in our business and our country."

Walter Reade, Jr., president of Theatre Owners of America: "We of TOA have lost a great and true friend—a founder and always a leader of this association and of the motion picture industry, but also the nation has lost a man of world-wide reputation for his philanthropic and civic endeavors to advance the cause of the American way and to aid the underprivileged at home and abroad. His loss shall be mourned, but the basic tenet of his humanitarian philosophy of life shall always be his heritage."

Eric A. Johnston, president of the Motion Picture Association of America: "The passing of Charlie Skouras is a grievous loss. He was one of the truly great men of our industry. He loved it and he contributed mightily to its growth and to its high achievements. He stood for the good things in motion pictures and what he stood for and fought for will always serve as a living guidepost."

Leonard Goldenson, president of American Broadcasting-Paramount Theatres: "The motion picture industry and the business suffered today a very great loss

(*Continued on page* 5)

National Theatres' Head Succumbs to Attack; First Stricken Sunday

HOLLYWOOD, Oct. 24. — The production community where he made his headquarters, and leaders of exhibition and distribution throughout the land were shocked and saddened by the death at Cedars of Lebanon Hospital here on Friday of Charles P. Skouras, 65, president of National Theatres Corp.

Brother of Spyros Skouras, president of 20th Century-Fox, and of George Skouras, president of United Artists Theatre Circuit, Charles succumbed at 11:20 A.M. Friday, five days after having been stricken with another in a series of heart attacks which had plagued him over the past few years. At the bedside when the end came were his wife, Florence, his son, Charles, Jr., two daughters, Mrs. Margi Cluri and Mrs. Edith Jungmeyer, and his brother George.

Services will be held at St. Sophia Greek Catholic Cathedral here, with interment to follow in the Skouras family mausoleum adjoining the edifice.

The seriousness of the attack he suffered last Sunday was evidenced by the fact that his brothers Spyros and George were summoned to his bedside from New York. He was placed in an oxygen tent where he remained throughout the week, despite his having rallied sufficiently at midweek to

(*Continued on page* 4)

Mistrial in Miami Case

MIAMI, Oct. 24. — After seven hours of deliberation by a Federal Court jury here on Friday a mistrial was declared in the $9,450,000 treble damage anti-trust suit brought against six distributors by C. N. and Lillian Claughton, operators of Claughton Theatres.

The jury was deadlocked from the third ballot with 11 for acquittal of the defendants and one for Claughtons.

The trial before Federal Judge George W. Whitehurst had consumed six weeks. Indications are it will be re-tried. Six major distributors were defendants in the case, Loew's, RKO Radio and Wometco Theatres having been dismissed before trial.

Personal Mention

WILLIAM PERLBERG and GEORGE SEATON, producers, and WILLIAM HOLDEN will arrive in New York today from Hollywood.

•

JOHN HUBLEY, supervising director of "Finian's Rainbow," and MAURICE BINDER, co-producer, will leave here for the Coast tomorrow.

•

JAMES GEORGE MINTER, managing director of Renown Pictures Corp., Ltd., arrived here yesterday from London via B.O.A.C. Monarch.

•

MIKE SIMONS, M-G-M director of customer relations, will leave here tonight for Pittsburgh.

•

C. ROBERT FINE, president of Perspecta Sound, will leave New York today for Hollywood.

•

JOSEPH KAUFMAN and DAVID LORIES, producers, left here Saturday for London via B.O.A.C. Monarch.

•

NICHOLAS NAYFACK, producer, has arrived in New York by plane from the Coast.

•

YUL BRYNNER, who arrived in New York yesterday from Hollywood, will leave here today for Cairo, Egypt.

•

ROBERT VOGEL, studio representative for Loew's International, has arrived here from the Coast.

•

JEAN SIMMONS and JOAN GREENWOOD left here Saturday for England via B.O.A.C.

•

HADDOM MASON, of Film Rights International, has arrived here from England via B.O.A.C.

•

KIM NOVAK arrived in New York last night from the Coast.

•

JUNE ALLYSON is scheduled to arrive here today from the Coast.

Use Korean Trailer Coupon, Coyne Urges

Exhibitors wishing to participate in the audience collection campaign for the relief of the Korean people should use the coupon in the drive press book, it was declared by Robert W. Coyne, COMPO special counsel.

The coupon is addressed to National Screen Service, and if it is mailed by exhibitors to their nearest National Screen exchange, they will receive the trailer in which President Eisenhower appeals for funds, Coyne said.

Use of the trailer, Coyne added, is of the utmost importance if the drive is to be a complete success.

Mandell, Kranz on Filmakers Board

HOLLYWOOD, Oct. 24.—Harry Mandell, Filmakers vice-president and general sales manager, and Charles Kranz, distribution-production executive, have been named to the board of Filmakers Releasing Organization.

Theatre Guild Is Consultant To ABC Under New Pact

The American Broadcasting Co. has signed an exclusive, long-term agreement with the Theatre Guild in which the producing organization will act as consultant with ABC in the further development of programs and talent for the ABC Radio and TV networks, effective Thursday, it was announced jointly Friday in a statement by Robert E. Kintner, president of the American Broadcasting Company and Lawrence Langner, president of the Theatre Guild.

"ABC's new association with the Theatre Guild, we are certain, will result in further significant contributions to ABC's expanding schedule of outstanding programs," Kintner said.

Langner Enthusiastic

Mr. Lawrence Langner of the Theatre Guild said:

"We are happy to extend and expand our Television and Radio activities with ABC. The dynamic effect of Television on the public and the entertainment world in general, has lead us to believe that we can help the theatre and other media by intelligent collaboration of the best talents from all these. Our experience with the United States Steel Corporation as its producer of their past Radio and present TV shows has been so productive that we are stimulated by the challenge of the further activities in television and radio which this new arrangement includes. This will in no way affect our productions of theatre plays and the U. S. STEEL HOUR which will always receive our devoted attention."

Handles Drama and Music

The Theatre Guild was founded in the year 1919 and has presented nearly 200 plays in the American theatre, and has produced the works of outstanding dramatists of this period including Shaw and Eugene O'Neil. The organization has been equally at home in dramatic plays and musicals, having produced in the past the original "Porgy and Bess," "Oklahoma," "Carousel" and "The Garricks Gayeties."

The Theatre Giuld, in conjunction with the American Theatre Society has also established a theatre subscription system in the leading cities of the United States.

Its directors are Theresa Helburn, Lawrence Langner and Armina Marshall.

Times Square to Be Crimson for Jones

The Broadway area is slated to be aglow in crimson Thursday night, when the switches are flicked on a battery of special searchlights to mark the New York premiere of "Carmen Jones" in CinemaScope at the Rivoli Theatre.

An intensive search throughout the metropolitan area was necessary in order to bring to light powerful arc lamps of an intensity and design adaptable to the projection of crimson of high candle power, Fox said. The film company has secured exclusive rights to the initial unveiling of the illumination setup.

Airports, police stations, and fire stations will be alerted to avoid any unnecessary alarm over the hue which will tinge the skies over Times Square.

Wife of N. Oakley Of DuPont, Dies

Funeral services were held for Mrs. Sophie Oakley, wife of Norman Oakley, motion picture sales manager for DuPont films department, yesterday at the Oakley home in Asbury Park, N. J. Interment was in Keyport, N. J. She died Friday morning at the age of 56.

'Paris' to Hartford

HARTFORD, Oct. 24—Ernie Emerling of Loew's Theatres, New York, wired local newspaper amusement editors that "The Last Time I Saw Paris" would be the Thanksgiving Day attraction at Loew's Poli here. News was given a four-column spread by Allen M. Widem, *Hartford Times*.

Macdonald Again Heads Warner Club

At the annual meeting of the delegates of the Warner Club, Inc., Karl G. Macdonald, vice-president of Warner International, was re-elected president of the club.

Other officers elected at the meeting are Larry Leshansky, vice-president in charge of membership; Ruth Weisberg, vice-president in charge of welfare; Don Cherry, vice-president in charge of claims; Harry Mayer, vice-president in charge of social activities; Barry O'Connor, treasurer, and George Schiffer, secretary.

Canada Drive-in, WB Aid Hurricane Relief

TORONTO, Oct. 24.—The first theatre to come to the aid of flood and hurricane sufferers in the Toronto area, where 89 lives were lost in the disaster, was the Clappison Drive-In at Waterdown, Ont. Total receipts from a benefit night were turned over to the Ontario Hurricane Relief Fund.

Warner Brothers donated the feature "Captain Horatio Hornblower" for the show, with all Clappison employes including projectionists contributing their services.

Judy in TV Series

Judy Garland has postponed her return to Los Angeles for a week or 10 days to be in New York with her husband, producer Sidney Luft, while he is conferring on plans for a TV series to be made in 1955. Miss Garland would appear in some of the TV presentations, following birth of her baby next April.

RCA 9-Months' Sales Earnings At Record High

Sales of products and services of Radio Corp. of America and subsidiaries attained an all-time record volume of $660,345,000 in the first nine months of 1954, Brig. General David Sarnoff, chairman of the board, announced at the weekend. This volume is 8.4 per cent higher than the same period in 1953. Corresponding figures for the first nine months of 1953 amounted to $609,428,000.

Earnings for the first nine months of 1954, before Federal income taxes, were $56,423,000, compared with $53,651,000 for the corresponding period of 1953.

After Federal income taxes, RCA net profits were $27,557,000 for the first nine months of 1954, compared with $25,152,000 for the corresponding period in 1953, an increase of 9.6 per cent.

Dividends Lower

After payment of preferred dividends, net earnings applicable to the common stock for the first nine months of 1954 were $1.00 per share, compared with $1.62 per share in the same period of 1953.

During the third quarter of 1954, RCA sales of products and services also achieved record volume, reaching a total of $215,976,000 for this period. Earnings before Federal income taxes were $16,820,000, compared with $14,842,000 for the same quarter of 1953. Net profit after Federal taxes for this quarter was $8,289,000, compared with $6,967,000 for the same quarter last year—an increase of $1,322,000 or 19 per cent for the three month period.

Feldman, Brother of Mrs. Schine, Dies

GLOVERSVILLE, N. Y., Oct. 24.—Services were held here for Milton Feldman, 47, brother of Mrs. J. Meyer Schine and victim of a heart attack the previous day while driving an automobile near his residence. Rabbi Samuel Shafler officiated, burial being in the Gloversville Jewish Cemetery.

Feldman, who had many friends in the industry, owned a furniture store in neighboring Johnstown, but lived in Gloversville for the past nine years.

In addition to Mrs. Schine, wife of the president of Schine Chain Theatres and Schine Hotels, Feldman is survived by his wife, a daughter, and two brothers.

Name Al Cohan 'U' Magazine Contact

Al Cohan has been named national magazine contact in the Eastern advertising and publicity department of Universal Pictures to work under Philip Gerard, Eastern publicity manager, replacing Lowell Benedict who has resigned, it was announced by Charles Simonelli, Eastern advertising and publicity department manager.

Cohan has been associated with Universal's publicity department since last October. Before that he was promotion manager of the American Broadcasting Co.'s New York Station WJZ, now WABC.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. Samuel D. Berns, Manager; William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Lantz Says

(*Continued from page* 1)

Lantz stated that in 1941, an animator was earning about $80 per week, but now is scaled at $147 per week. "It now takes 60 people working for four weeks, 40 hours each week, to turn out one six-minute cartoon," the industry veteran said. "Before a cartoon producer can show a profit on the books, he has to wait at least four years before his negative costs are returned from about 15,000 bookings of the cartoon," he said.

"We are not getting a fair shake from the theatres," he said. In contrast, Lantz said, "European theatremen, who exploit short subjects more than their U. S. counterparts, turn over a small percentage of their theatre's gross to short subjects."

Plans 13 for Universal

During the next year, Lantz revealed a production plan of 13 animated cartoons for Universal which will be available in wide-screen and can be projected in CinemaScope as each individual subject will be drawn a little thinner, he explained. "It is also planned that less dialogue will be used in the future cartoons by the producers," he said.

Animated cartoons have the same reaction and appeal to the European public as they have with domestic audiences, Lantz said. The theatreman overseas considers the cartoon more than just a filler, he said. "The U. S. exhibitors should be more aggressive in advertising their shorts," Lantz declared.

Ad Code

(*Continued from page* 1)

in the Times Square area, which have been brought in on "indecency and immoral" complaints, for further cooperation in self-regulating advertising in lobby displays and theatre marquees.

Exhibitors in attendance rejected any sort of exterior advertising code, pointing out that "there is no need for censorship as theatres are self-regulating in use of advertising."

McCaffrey, it was reported, stated at the meeting that any statements emerging from his office as to the proposed exterior advertising code were misinterpreted and it was his intention just to suggest some form of self-regulation.

Industry representatives in attendance at the conference were Martin Levine, Max A. Cohen, Harold Klein, Herman Schwartz and Morton Sunshine.

Paris SuperScope

(*Continued from page* 1)

Paris at the Rex Theatre last week before more than 2,500 exhibitors and leading personalities in the film industry, RKO France accumulated a large backlog of orders for the Superscope lens which will be filled as soon as importation arrangements are concluded.

Among the Paris audience were the heads of the three large French circuits, Gaumont, Pathe and Sogec, and exhibitors from as far off as French Equatorial Africa.

The general reaction of exhibitors was that the Superscope lens is the answer to their need for the standardization of wide-screen projection with complete flexibility and compatibility, Branson said.

Hollywood

By Samuel D. Berns

INCIDENTALLY: 20th asked to add "Seven Year Itch" to "Seven Brides . . ." "Seven Little Foys" and NAT HOLT's "Seven Bad Men" for a lucky season of titles. . . . MERVYN LEROY is still grinning about the Series. Took 20 to 1 Giants would cop the first four. . . . BOB KRONENBERG has DE ROCHEMONT's "Martin Luther" for fringe distribution in the L. A. area. . . . Search is on for a Mary Magdalene to play opposite Jeff Chandler in "The Galileans." . . . BRUCE "Lucky" HUMBERSTONE squeezed in a megging assignment on "Purple Mask" at U-I before taking that participation deal with MARCEL HELLMAN in England. . . . No release set on Kling's first of 3 films, "Miracle at Santa Anita," but the studio is off to the races with STANLEY KRAMER's current schedule on "Not As A Stranger." . . . Governor AL SHIVERS of Texas will probably make BOB O'DONNELL his agent after seeing the rushes on his part in "Lucky Gallant."

□ □ □

Producer-Scope: WILLIAM GOETZ *got* CATHY O'DONNELL for *the femme lead opposite* JIMMY STEWART in *"Man From Laramie." The picture is off and rolling on location at Santa Fe, N. M., with Jimmy's favorite director,* ANTHONY MANN *calling the shots. Goetz signed* SETON I. MILLER *to script "Captain Gallico" for* CLARK GABLE *and Technicolor. . . . The former U-I executive has also borrowed* BOB PARRISH *from Columbia to meg the "Brothers Ricco" when "Man From Laramie" is canned. . . .* JOE PASTERNAK *and* MIKLOS ROZSA *put their voices on tape for Radio Free Europe so Hungarians behind the Iron Curtain can get messages via Munich Radio.*

William Goetz

□ □ □

Memo Padder: Japanese film agreement due for renewal in March. . . . New method of projecting VistaVision gives screen that 20/20 look. . . . New writer's guild has 146 nominees running for 73 offices. Got to be politican to get into the Guild?

□ □ □

Frank O. Pinyons: FRED SCHWARTZ claims TV screens at home are building audiences for theatre's big screens. After catching some of those "old film" programs we don't doubt it. . . . There ought to be a Code of Screening Ethics with penalties for those who enjoy talking back to the screen; showing a comedy in the projection room; regular sneak previews at the same theatres; and sneak previews within a 25-mile radius of the studio where production and family personnel come to applaud their favored screen credits and mislead the producers with hoky comment cards. . . . STERLING HAYDEN is on the crest with the title role in Republic's "Admiral Hoskin's Story."

Bosustow to Head UPA Sales Dept.

BURBANK, Oct. 24.—Stephen Bosustow, president of UPA, animated cartoon studio, announced that Fred W. Swanson has been appointed director of sales of UPA's Burbank studio.

As well as the company's sales representative in the TV spot, educational and industrial film fields, he will be in charge of character merchandising.

Swanson was vice president of Russel M. Seeds advertising agency before coming to UPA.

Credit Group to Meet

The Motion Picture Industry Credit Group, composed of film laboratories, will hold its next monthly meeting here tomorrow at the Park-Sheraton Hotel.

RCA Service Pact With B & K Circuit

CAMDEN, N. J., Oct. 24. — The signing of a service and maintenance pact with the Balaban & Katz Circuit was announced by W. L. Jones, vice president of the technical products department of RCA Service Co., Inc.

The contract covers all B & K theatres in Illinois, Indiana and Ohio and includes service and parts on both optical and stereophonic sound. The negotiations were completed with A. L. Trebow, representing B&K.

'Phffft' Nov. 10

"Phffft," Columbia comedy starring Judy Holliday, Jack Lemmon, Jack Carson and Kim Novak, will have its world premiere engagement at Loew's State Theatre here on November 10.

People

Ken Hamilton, New York salesman, won first place in the Manley popcorn merchandising contest conducted from the Boston office. Hamilton and his wife will leave Oct. 30 for a week's visit to San Juan, P.R., where they will be the guests of the Manley company at the Caribe Hilton Hotel. Second place went to **John Stone,** salesman for Maine, New Hampshire, Vermont and Eastern Massachusetts, and third place went to **Irving Dunn,** selling in the Connecticut, Rhode Island and New York City territories. The contest was under the supervision of division manager **Lyman O. Seley.**

□

B. D. Benton, president of the Benton Bros. Film Express, Atlanta, was injured in a parade when the horse he was riding fell on him. Benton was a member of the horse patrol of the Shriners.

□

Leo Lanz has returned to Seattle from Las Vegas with the hope of bringing some of the desert night spot's top talent to Seattle.

□

Roy Rogers' telephone conversation with **Kenneth Arruda,** 10, of Fall River, Mass., who was confined to bed by burns suffered in his Westport home fire, aided in his recovery. Rogers' deed was the subject of a lengthy article with illustrations in the local press.

□

Elaine Kretchmar has been appointed office manager of Comics Magazine Association of America, Inc., here.

□

Robert W. Sarnoff, executive vice president of the National Broadcasting Co., will address the Advertising Club of Greater Buffalo at a luncheon to be held at the Hotel Statler tomorrow. Sarnoff will discuss "What's Happening in Color TV," and the address will mark the observance of "NBC-WGR Week" proclaimed by the mayor of Buffalo.

□

Stephen Barber has resigned his post with the Florida State Theatres, which he held for 25 years, to take over as manager of the Haines City Theatre, in Haines City, Fla., a unit of the Floyd Theatres.

'Hazel' Bogs Roads; Canada Drive-in Shut

TORONTO, Oct. 24.—With much of the immediate area laid waste by Hurricane Hazel, the 400 Drive-in, opened last July by 20th Century Theatres, Toronto, on Super-Highway 400, was closed down for the season this week. While the theatre was not damaged to any extent, portions of the highway were washed out and the authorities halted all traffic in the district except for emergency work.

Two other drive-ins here of the Nat Taylor circuit, the North-West and North-East, continued to operate without interruption.

'Workshop

(*Continued from page* 1)

big city and small town theatre representatives, respectively. According to Simons, both were selected primarily because of their successful experiences in all types of theatre operation.

Also scheduled to take a leading role in the open forums will be Dale F. Tysinger, manager of Shea's Theatre in Ashtabula, O., and Fenton Scribner, manager of Shea's Daniel Webster Theatre at Nashua, N. H. They will be among the 30 representatives of the Shea organization to be on hand for the Workshop meeting, following a general business meeting earlier in the week of the Shea circuit managers by Gerald M. Shea, general manager of Jamestown Amusement Co.

Silver to Attend

More than a dozen managers and executives of the Stanley Warner management in the Pittsburgh zone will attend the M-G-M session, as well as M. A. Silver, zone manager. The Manos circuit and a number of other independent groups have already indicated their desire to be present.

Charles Blatt, president of the Allied unit in western Pennsylvania, will officially issue a formal welcome to Allied members attending.

Emery Austin, M-G-M's exploitation manager, will represent Dietz, vice-president and director of publicity, advertising and exploitation. He will give a complete report on exhibitor aides furnished by the company. This report will be the result of the combined efforts of Dietz, Silas F. Seadler, advertising manager; Dan S. Terrell, publicity manager; Oscar Doob, handling special attractions; with assists from Howard Strickling, M-G-M studio publicity head; and O. A. Kingsbury, vice-president of the Donahue and Coe advertising agency in New York. Aiding Austin in the Pittsburgh presentation will be E. C. (Manny) Pearson, central division press representative for M-G-M with headquarters at Cleveland, and John L. John, Pittsburgh field press representative.

Seminar on Newspaper Ads

Heading a seminar on newspaper advertising of films will be Edward M. Hyde, chairman elect for 1955 of the Advertising Committee of Pennsylvania Newspaper Publishers Association. Hyde also is a member of the ciation.

'Girl Rush'

(*Continued from page* 1)

comedy "The Girl Rush," starring Rosalind Russell, will be produced at Paramount Studios and distributed by Paramount Pictures.

The film has been in preparation at RKO studios for the past few months. Since "The Girl Rush," which is the first musical about Las Vegas, is being produced in VistaVision, which was developed by Paramount, circumstances made it more desirable for Brisson to move the production company to Paramount and thereby benefit from their research and technical handling, since Paramount is completely geared to VistaVision productions, Freeman said.

Hoffman Leases House

BOSTON, Oct. 24.—Nathan E. Goldstein has leased the Arcade Theatre, Springfield, to I. J. Hoffman of New Haven.

Skouras Death Shocks Industry

(*Continued from page* 1)

encourage Spyros to return to New York.

A month ago he went to New York to give information concerning company operations and financial policies to a group of investment officials who represent large stockholdings in National Theatres. The trip was made against the orders of Skouras' physician.

He passed a grueling day, first submitting to questioning at a luncheon by 40 or more newsmen, then following with the questions of the financial men later the same afternoon.

During the newspaper interview, Skouras was told that some investors in National Theatres were concerned that the company might be "to much of a one-man operation," and would be unduly crippled if he were lost to it.

Lauded His Aides

"You mean if I should die," Skouras shot back at his questioner. "Well," he went on, "that's nonsense. Our company has wonderful manpower, capable, experienced executives who know the business as well as I do."

He waved his hand around the table at the Waldorf Astoria private dining room where were seated with him Rick Ricketson, Elmer Rhoden, John Bertero, Ed Zabel, Russell McCullough, Allan May and others of the N.T. management.

A native of Skourohorian, Greece, he came to this country in 1908. His first jobs were as a hotel bus boy and newsboy in St. Louis. He became identified with the industry in 1914 at the age of 15 when with Spyros and George Skouras, they acquired and operated a nickelodeon, the Olympia, in St. Louis.

The brothers prospered and, in the years that followed, working together, they expanded their theatre holdings to a circuit of 36 houses by 1926. These were sold to Warner Bros. later and the Skouras brothers were in charge of operations of all Warners' theatres. They then acquired and reorganized 47 Fox Theatres in the New York Metropolitan area which became the present Skouras Theatres circuit, of which his nephew, Spyros Skouras, Jr., is president now.

Named FWC Manager

Concurrently, Charles Skouras was placed in management charge of Fox West Coast Theatres with headquarters in Los Angeles. In 1942 he became president of National Theatres and subsidiaries, parent company for all of 20th Century-Fox's theatre properties which, at their peak, numbered approximately 700 houses, including the flagship, the Roxy Theatre, New York.

Following theatre divorcement and formation of National Theatres as an independent corporation, Charles Skouras was continued as president.

He was active in industry war work during the last World War, serving as chairman of the fourth War Loan drive, and was vice-president of the Greek War Relief Association. He was also active in Variety Clubs International, having been co-founder and first chief barker of the Los Angeles Tent. He was chairman for Southern California of the admission tax repeal campaign conducted last year by the Council of Motion Picture Organizations.

Known for his generous support of numerous charitable endeavors, Skouras was particularly interested in helping worthy causes linked with his native land. He was the inspiration behind the building of the Greek cathedral in Los Angeles last year.

Skouras had been active in Theatre Owners of America affairs for years, serving not only as chairman of its board but also on numerous committees since the founding of the organization. He was a valued exhibitor contact not only with the Hollywood production capital but also with legislators and many public officials throughout the West. He was as highly regarded in the production community where he made his headquarters as he was in the exhibition world, where he was considered among the best and most resourceful showmen in the land.

Suffered Numerous Heart Attacks

He had suffered several heart attacks in the past two years, one in 1952 while on an inspection trip to N.T. Pacific Northwest theatre operations, following which he went to Hawaii for an extended rest and was regarded in good physical condition on his return to Los Angeles.

Almost a year ago to the day, he suffered his second serious attack while in Chicago to attend the TOA annual convention. He remained in an oxygen tent for many days and was hospitalized for more than a month. Finally pronounced well, he was soon back at work on a full schedule, maintaining the pace until the seizure on Oct. 17.

Altec Perspecta Delivery on Nov. 12

A delivery date has been set for the first Perspecta Sound units now in process of manufacture by Newpaths, Inc., one of Altec's manufacturing subsidiaries, it was announced at the weekend.

Deliveries will start Nov. 12 and continue at a regular pace from that date on. Distribution will be through regular theatre supply channels.

A patent license agreement was consummated a few months ago between Perspecta Sound and Altec for the manufacture of the integrator units. Altec is currently active in the technical supervision of theatre installation of Perspecta, and participated in the installation phases of this sound unit during its earlier development stages.

Launch 'Met' TV Campaign in Albany

ALBANY, Oct. 24.—Paul V. Wallen has launched his sales campaign for the TNT closed-circuit presentation of "Opening Night at the Metropolitan Opera" Nov. 8.

Orchestra and first balcony seats are being offered at $3.30 and $2.75; boxes at $2.75, and second balcony at $1.65 and $1.10.

Wallen, who recently leased the 1,550-seat house from Fabian, has installed a 30-foot-wide-screen, which is expected to improve the theatre's presentation of the telecast. The Grand carried the Metropolitan Opera origination of several seasons ago.

Explains Why Films Stressed in Press

The 29th in the series of COMPO ads in "Editor & Publisher," which appeared on Saturday quotes a letter from James Gediman, executive vice-president of "The American Weekly," in which he states that "movie material goes big with our audience" and "that's why we play it up all year round."

"We don't know or pretend to know," wrote Gediman, "what the producers and exhibitors ought to do or ought not to do. We're interested and enthusiastic about what's right and good about the movies.

"But there's one thing we do know —and so does everybody else with a stake in the motion picture industry. Bright, colorful news and pictures about enjoyable productions, glamorous glimpses of anticipated hits, will excite and activate the American people."

"To us," the letter concludes, "going-to-the-movies, talking about them, holding hands during them constitute a basic American enthusiasm. Maybe we're a little movie-struck ourselves, but we know from our studies, that movie material goes big with our audience. That's why we play it up all year round."

UA Aids Victims

United Artists had turned over the print of "The Golden Mistress" to the Haitian government for the benefit performance to aid families that lost their homes in the last hurricane.

RCA Will Display Theatre Equipment At TESMA Meet

CAMDEN, N. J., Oct. 24.—Latest RCA theatre sound, projection, and screen equipment for both indoor houses and drive-ins will be exhibited during the annual convention of the Theatre Equipment Supply Manufacturers Association, next week at the Conrad Hilton Hotel in Chicago.

The TESMA show will also mark the first public showing of Griggs theatre chairs since their recent addition to the line of products distributed by the RCA theatre equipment section, according to J. F. O'Brien, manager of the section. The Griggs line, which offers five basic chair types for both indoor houses and Drive-Ins, includes the Kroehler-developed "push-back" type that moves out of the way of patrons passing through the aisles.

The new chair line will be introduced to RCA theatre equipment supply dealers at a special meeting to be held on Friday at the Blackstone Hotel, Chicago, he said.

The RCA-TESMA exhibit, a 40-foot booth on the main exhibition floor, will include latest magnetic stereophonic speakers, projection equipment, drive-in speakers, hy-arc and wide-arc lamps for wide screens, and RCA theatre carpeting.

RCA theatre equipment personnel attending the show will include, in addition to O'Brien, A. J. Platt, field sales manager; a group of theatre specialists from the Camden home office and RCA theatre field representatives.

Film Leaders in Tribute to Charles Skouras

(Continued from page 1)

in the death of Charles Skouras. He was a pioneer in the business and a vital and outstanding leader. We all will miss him very much."

Barney Balaban, president of Paramount Pictures: "The imprint left by Charlie Skouras on the motion picture industry is definite and permanent. In his passing, we have lost one of the industry's pioneers, a great pillar of strength. In the early years when he and his brothers were operating theatres in St. Louis and I was operating theatres with my family in Chicago it was my pleasure and privilege to count him as my friend. Charlie's leadership in all of the worthy causes in which our industry has participated has been outstanding and his loss will be sorely felt. We will all miss him very much and I extend my deepest sympathy to his wife and his brothers, Sypros and George and his other dear ones."

Nate J. Blumberg, chairman of the board of Universal Pictures: "The tragic news of Charlie Skouras is being felt deeply by all of us in our industry. His life was indeed a symbol of the American success story. But more important than his achievement in business was his great contribution to humanitarian causes. To those of us who knew him intimately, his personality was inspired and at all times he could really be called a good friend. I share the sadness of all his many friends and associates at this time of mourning.

Milton R. Rackmil, president of Universal: "I am deeply saddened to learn of the passing of Charles Skouras. His loss will be greatly felt by the motion picture industry to which he devoted so much of his time and talent."

Harry Cohn, president of Columbia Pictures: It is with deepest regret that I learn of the death of Charles Skouras. He was one of the true leaders of our industry and his loss will be felt by every person who knew him.

Jack Cohn, executive vice-president of Columbia Pictures: "I am shocked beyond words by the sudden news. Charles Skouras always appeared to me as one of the immortals of our business. It is hard to believe that he will no longer be with us."

Abe Montague, vice-president in charge of distribution: "In the death of Charles Skouras the motion picture industry has lost an internationally important figure and I have lost a close friend and associate. His contribution to motion pictures and to humanity must be long remembered."

Al Lichtman, distribution director for 20th Century-Fox: "Charlie Skouras was one of the great pioneers of our business. He was a great spirit. He loved people. He had great faith in our industry and he was a great fighter for everything that was good and progressive. His passing will be keenly felt by all his friends and associates in the entire industry."

Herbert J. Yates, president of Republic Pictures: "The motion picture industry can ill afford to lose Charles Skouras. He probably did more than any man to revitalize the sagging theatre box office. He gave new hope to studios, which inspired producers to make bigger and better pictures. I shall miss him more than words can express. My sympathy goes out to his family and loved ones."

Robert L. Lippert, president of Lippert Pictures: "I have lost one of my closest and dearest friends, and the motion picture industry has lost its greatest champion. From personal experience I know how hard he fought to advance presentation of motion pictures.

Don Hartman, of Paramount Pictures: "I didn't know Charlie Skouras very well, but quite possibly the true measure of his individuality is that I feel that I knew him intimately."

E. J. Mannix, of M-G-M: "Charles Skouras will always be remembered as one of the great showmen of our time. For many, like myself, who have known him over the years, I feel deeply the loss of a friend as well as a leader of industry."

Al Galston and **Jay Sutton,** Galston and Sutton: "The motion picture business has lost one of its most progressive exhibitors the industry has ever known, a great humanitarian and humorist."

Harry M. Warner, president of Warner Brothers: "Charles Skouras was first of all a great American. His story stands for all of the great things this nation represents. His loss will be keenly felt."

Jack L. Warner: "I personally have lost a great friend, and the motion picture industry has lost a great leader. Charles P. Skouras was as well-known for his philanthropies as for his contribution to the motion picture industry."

Major Albert Warner: "As a motion picture pioneer, Charles Skouras helped the industry grow. His progressive thinking and actions will serve to guide the industry for years to come. His death has saddened all of us."

Joseph M. Schenck: "Charles Skouras was a leader and builder of the American Motion Picture Industry. His is one of the most inspiring stories of success, because from an humble beginning he rose by sheer power of ability, character and executive force to become head of one of the world's largest theatre chains. His untimely passing is a distinct loss."

Darryl F. Zanuck, vice-president of 20th Century-Fox: "He was one of the outstanding men of our industry. He gave fine leadership not only to the organization of which he was president but also to the community, for whose good he was always ready to work unselfishly and charitably.

James R. Grainger, president of RKO Radio: "The motion picture industry has lost a great man, and I have lost a great friend."

Y. Frank Freeman, vice-president of Paramount Pictures: "The untimely death of Charles Skouras leaves a void in the hearts of his associates in the picture industry that can never be filled by anyone. He was a forthright leader, a man of fine spiritual qualities, and an outstanding leader in civic affairs. The industry, the community in which he lived, and our country have lost a real American."

Edmund J. Baumgarten: "There never has been more sincere or truer friend to all branches of the industry than Charles Skouras. His generosity to his fellow man, his civic minded guidance and contributions were a source of inspiration to all who knew him."

Association of Motion Picture Producers: "The industry has lost one of its outstanding figures. Skouras served not only his industry well but also his community and his nation."

Bob Coyne, special counsel for the Council of Motion Picture Organizations: "The passing of Charles Skouras marked a sad milestone for his host of friends and associates. Not only to his friends but to the entire business community will this event have deep import. His life and progress in America was a business romance to inspire all those of humble beginnings and to reaffirm our faith in America as a land of promise. I know the entire COMPO membership to a man joins with me in my feelings of loss and in my sincere sympathy to the Skouras family."

Charles J. Feldman, vice-president and sales manager for Universal: "We are left with a tremendous void in our business with the passing of Charles Skouras. But he leaves behind a wonderful heritage of countless friendships. This is the way we should always remember him."

Sol Schwartz, president RKO Theatres: "I was deeply shocked at the news of the untimely passing of Charlie Skouras. The industry has lost a great showman and personality, and I, a very good friend. He was a wonderful humanitarian and ever ready to give unstintingly of himself to all worthy causes. He will be missed."

Alfred E. Daff, executive vice-president of Universal Pictures Co.: "The death of Charles Skouras is an irretrievable loss to the industry. His contributions to the development of the motion picture business in America were gigantic. He leaves behind him a name that will live indefinitely in the minds of those associated with our business. He was a man of God and a great humanitarian and his rewards must be great. It is a sad loss to all who knew him personally and those who did not."

John J. O'Connor, vice-president of Universal Pictures Co.: "The industry has lost a great exhibitor in the passing of Charles Skouras. He was one of the pioneers who helped make our industry great."

William J. German, president of William J. German, Inc.: "Charles Skouras was a good friend of mine. I will feel his loss very keenly. I feel that the industry has lost one of the great figures, particularly in the exhibition field. Charlie was a great American and a great humanitarian."

R. W. Altschuler, Republic director of World-Wide Sales: "We all owe a real debt to Charles Skouras for his inspirational leadership, and I join the many in our industry who sincerely mourn his loss."

Arthur B. Krim, U-A president: "This is a sad day for the industry. In the death of Charles Skouras, it has lost one of its great leaders. His contribution, and those of his brothers to the growth and development of American motion pictures throughout the world have been unparalleled. We at U-A have lost one of our best friends and the heartfelt sympathy of all of us goes out to Mrs. Skouras, Sypros, George, and the whole Skouras family."

George Dembow, vice-president and sales manager National Screen Service: "The industry has lost a great pioneer, great leader, and great humanitarian. I am very distressed at his death."

Si Fabian, President of Stanley-Warner: "I have lost a great friend. The industry has lost a notable leader, a unique and dominant personality, a man of boldness, vision and determination. His career was in the great American tradition. Charles' sudden passing is a personal loss to all of us who admire his gift as a human being and a statesman of the industry."

Sam Rosen, vice-president Stanley-Warner: "Charles Skouras was a giant in our industry, a far-seeing leader, a man of courage and tremendous personal force. His friends were legion and his career was fabulous. His passing is a serious loss to the motion picture business."

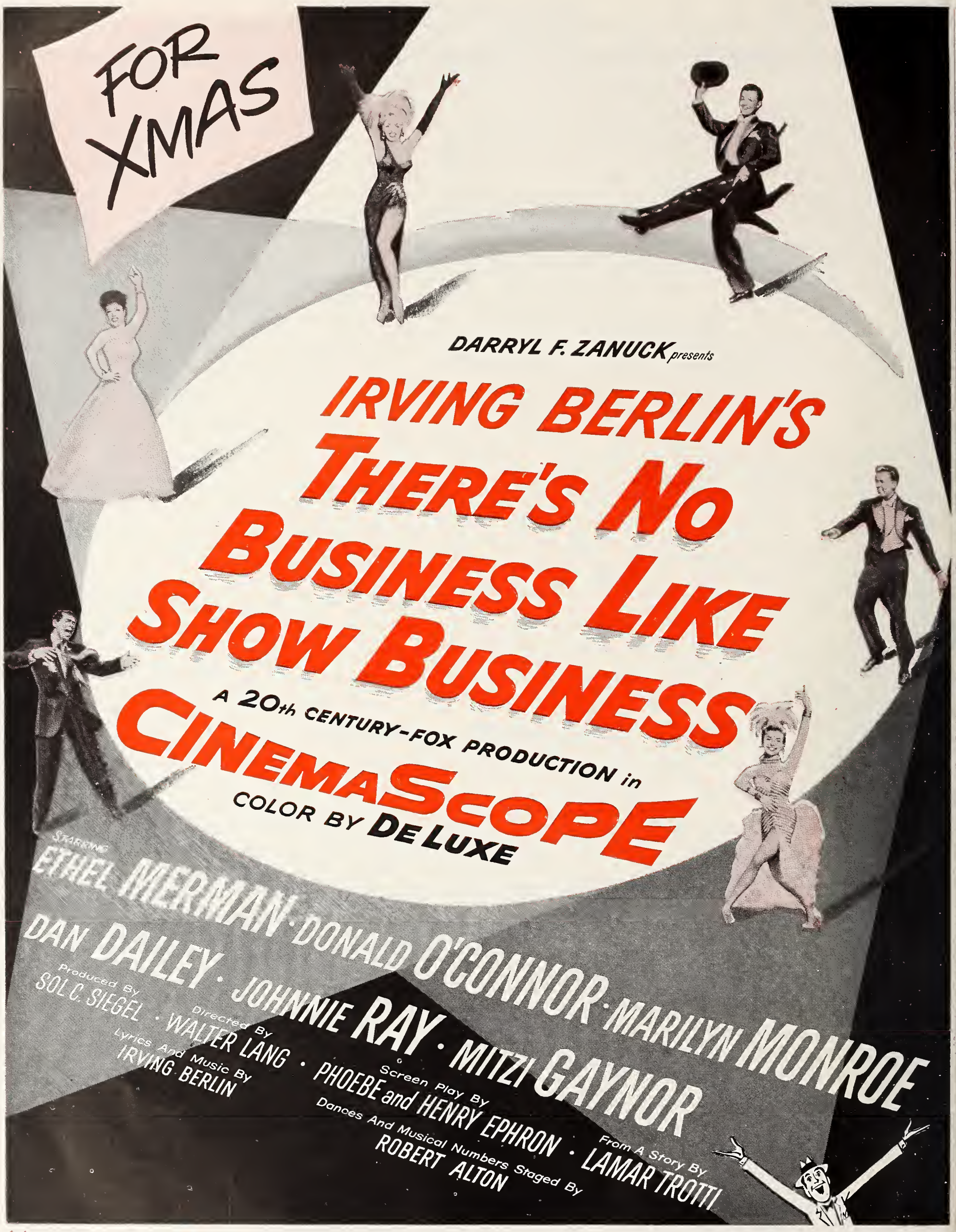
Charles Einfeld, vice-president 20th Century-Fox: "A distinguished statesman, a warm-hearted friend and loving father has passed away. Charles Skouras, a man of deep faith in God and love of fellow man, typifies the spirit of America and stands as one of our nation's greatest success stories. Coming to these shores as an immigrant lad from Greece, Charles Skouras in his monumental career has left a legacy of accomplishment in the film industry as well as in his many philanthropic projects. He leaves a heritage which will make his memory live forever."

Manny Frisch, president of Metropolitan Motion Picture Theatres Association: "Not merely exhibition but the entire motion picture industry has suffered a great loss in the passing of Charles P. Skouras."

Harry Kalmine, vice-president Stanley-Warner: "With Charlie Skouras gone, a remarkable family triumvirate suffers an irretrievable loss and a great leader is gone from our industry. He was a warm and distinguished personality, a pioneer of outstanding vision and foresight."

A. W. Schwalberg, pres. of Paramount Distribution Corp.: "My heartfelt sympathy goes to the members of Charles Skouras' family in their sorrow. I share their grief, for I myself have a sense of personal loss. At milestones in my own career Charlie was my mentor and guide. Charles Skouras was one of the leading statesmen of the industry, one of those rare individuals who put the industry's interest before their own. Charlie's love of and devotion to the motion picture business will long be remembered. His greatness as a human being I will never forget."

Arthur Mayer, president IMPDA: "It is a great loss to our industry. He was a man of great energy, foresight and determination."



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All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 81 NEW YORK, U. S. A., TUESDAY, OCTOBER 26, 1954 TEN CENTS

Allied Again May Meet With Distribution

Compo Executive Session Seen as Possible Time

By MURRAY HOROWITZ

Possibility of another effort to heal the breach between Allied States Association and distribution in mid-November loomed large here yesterday as an Allied leader acknowledged that the convening of the executive committee of the Council of Motion Picture Organizations may be a good time for another round of discussions on trade practices between Allied officials and distribution executives.

The COMPO meet, slated to be held here Nov. 15-16, would find many Allied leaders in New York, it was pointed out. Allied, it was added, would welcome a round table conference with distribution toppers before

(*Continued on page* 4)

Further Decline in Grosses in 1953

By Staff Correspondent

WASHINGTON, Oct. 25.—American moviegoers spent $1,252,000,000 on motion picture theatre admissions in 1953, the Commerce Department reported today, a drop of $32,000,000 from the 1952 figure of $1,284,000,000.

(The motion picture industry's own records for the current year show the decrease in box office gross to have been reversed with substantial increases reported throughout 1954.—Ed.)

In 1946, $1,692,000,000 was spent on

(*Continued on page* 4)

30 Theatres Signed For Opera Telecast

An approximate 30 theatres coast-to-coast have been signed for the Nov. 8 closed circuit telecast of opening night of the Metropolitan Opera with ticket prices ranging from $3.60 to $7.00, where charities are sponsoring the presentation, a representative of Theatre Network Television said here yesterday.

Audiences watching the three hour closed circuit show will see Act One from the opera "La Boheme," Act Two of "Barber of Seville," and Act One, Scene One and Act Two from the opera, "Aida."

CINERAMA TODAY ESTABLISHES ALL-TIME NEW YORK RECORD

"This is Cinerama" will achieve New York's all-time long-run record today when the Lowell Thomas-Merian C. Cooper presentation will begin its 109th week on Broadway, passing the record heretofore held by "Red Shoes" at the Bijou Theatre of 108 weeks.

The only other film currently being shown that has completed as much as one year is "Lili," in its 84th week at the Translux Theatre. "Open City" tops its record with 91 weeks. Other films that had extended runs are "The Big Parade" (66 weeks), "Hamlet" (61 weeks), "Paisan" (51 weeks), "Bitter Rice" (47 weeks) and "Gone With the Wind" (43 weeks).

High Court Delays Hearings on Two Industry Actions

WASHINGTON, Oct. 25.—The Supreme Court won't hear argument until after the first of the year on two film industry cases which were accepted for review earlier in the month, court officials said.

The cases, taken at the high court's session on Oct. 14, involve an anti-trust suit by the Independent Poster Exchange against National Screen Service and the major distributors and an attempt by the Internal Revenue Service to collect Federal income taxes on punitive damages won in anti-trust suits by exhibitors. The defendant in the latter case is William Goldman Theatres.

Court officials said the argument list for the court's November and December sessions was already full, and therefore these two cases would not be heard until January or February. That means there probably won't be a decision in the cases until sometime next spring.

MGM Sets 2 More 'Workshop' Meets

Two more "Ticket Selling Workshops" have been scheduled by M-G-M, making a total of five so far, the latest two to be held in March and May of 1955, according to vice-presidents Charles M. Reagan and Howard Dietz, who are sponsoring the gathering for ideas and expressions for improving box office business in the industry.

The brace of new dates are March 1, in Columbus, O., in cooperation with the Allied of Ohio unit; and May 10, at Billings, Mont., at the request of the Montana Theatre Owners Assn., whose directors recently passed

(*Continued on page* 5)

Arbitration Trial Asked

Many Small Exhibitors Decry Federal Regulation

A preponderance of exhibitors in small Eastern cities interviewed by Motion Picture Daily correspondents expressed themselves as opposed to Allied States' plan for invoking Federal regulation of the industry as a cure for trade practice complaints of small exhibitors.

Most of those interviewed thus far were emphatic in stating the small theatres urgently need relief from high rentals and allegedly unfair allocations of pictures, but were equally emphatic in stating they did not believe government regulation was the answer.

Many small exhibitors interviewed expressed confidence in the principle of arbitration and said that they believed most of their problems could be solved either by an industry arbitration system or simply by round table discussions with distribution representatives.

Following are statements from some of those interviewed. More will be

(*Continued on page* 4)

Regulation as Last Resort: W. Pa. Allied

PITTSBURGH, Oct. 25.—Allied of Western Pennsylvania expressed a hope today that governmental intervention in the film industry will not come about, but while not voting for Federal regulation, the national convention approved a plan whereby the national board would seek such regulation if no progress was made in intra-industry relations between now and February, according to spokesman Harry Hendel.

"The door of our Allied unit is always open wherein we may estab-

(*Continued on page* 4)

Skouras Rites And Interment In Los Angeles

Entombed in Mausoleum On Cathedral Gounds

HOLLYWOOD, Oct. 25.—Upward of 4,000 persons paid final respects today to Charles P. Skouras at funeral services held in St. Sophia Greek Orthodox Cathedral, which he was principally instrumental in causing to be built at a cost of $2,000,000.

In addition to the production, distribution and exhibition branches of the industry in which he had played so prominent and powerful a part as both pioneer and champion, state, county and city were widely represented in the assemblage which overflowed the cathedral and listened over a public address system to ceremonies and to a eulogy read in Greek by Archbishop Athenagoras and spoken in English by Dean Leonidas C. Contos.

Following the ceremonies, those unable to gain admittance to the church during the services filed through the cathedral and past the casket for a

(*Continued on page* 4)

Make Feature From TV's 'Gangbusters'

Three episodes of TV's "Gangbusters," which were never telecast, have been assembled into a 78-minute feature for theatres by Visual Drama, an affiliate of General Teleradio, in association with Terry Turner.

The picture will be released in a saturation booking arrangement in New England either in November or January. Joseph Levine has acquired the picture for the New England territory, but whether the film will be released nationally via the state rights market or through a national distributor has not been determined. A

(*Continued on page* 5)

IPA Reports 500 Meet Registrations

CHICAGO, Oct. 25.—Five hundred International Popcorn Association advance convention registrations top by 50 per cent the total advance registrations of last year. The largest attendance in theatre history is expected for its IPA-TOA Theatre concession forum Nov. 1-2-3-4.

Personal Mention

WILLIAM C. GEHRING, 20th Century-Fox executive assistant general sales manager; ARTHUR SILVERSTONE, assistant general sales manager, and CLARENCE A. HALL, manager of branch operations, have returned to New York from Toronto.

•

HAROLD BOXALL, managing director of London Film Productions, and MRS. BOXALL will arrive here from England today aboard the "Queen Elizabeth."

•

DONALD A. HENDERSON, 20th Century-Fox treasurer and secretary, and MRS. HENDERSON will return to New York from Europe today aboard the "United States."

•

R. EDWARD WARN, Westrex Corp. vice-president, has arrived in New York from the Coast to take over his new duties as director of foreign operations.

•

MACGREGOR SCOTT, general sales manager for Associated British Pathe, left New York with MRS. SCOTT yesterday for London.

•

HERBERT STEINBERG, Paramount national exploitation manager, will return to New York today from Chicago.

•

HENRY GORDON, Paramount International general sales representative, will leave New York by plane today for South Africa.

•

LINDA DARNELL and her husband, PHILIP LIEBMAN, will arrive in New York from Europe today on the "Queen Elizabeth."

•

TOM WARD, Western advertising manager of "Time," arrived in New York yesterday from the Coast.

•

GUY MITCHELL arrived here from London yesterday via B.O.A.C. Monarch.

•

RAYMOND MASSEY will sail from New York on the "Mauretania" today for England.

•

D. C. DICKELY, division manager for Altec Service Corp. in Chicago, has returned there from New York.

•

ARMAND DEUTSCH, director, and EDMUND PURDOM have left here for London via B.O.A.C. Royal Scot.

Breakfast for U-I Talent Discoveries

Universal-International was host at a press breakfast at the Delmonico Hotel here this morning for Nicole Maurey of France, Myrian Verdeeck of Belgium and Giovanna Scala of Italy. The three are leading candidates for the role of Mary Magdalene in U-I's forthcoming "The Galileans."

Robert Palmer, U-I studio talent executive, and Maurice Bergman, Eastern studio representative, who selected the three after a worldwide talent search, were present.

Roy Boomer Resigns Posts with TESMA

HOLLYWOOD, Oct. 25. — Roy Boomer has resigned as secretary-treasurer of Theatre Equipment and Supply Manufacturers Association, due to ill health. He has held the post for the past eight years. Indications are his successor will be named at TESMA's annual meeting in Chicago next week.

Boomer has been in the industry as an exchange manager and theatre executive since 1922.

Testimonial Dinner To Fitzgerald Nov. 1

MILWAUKEE, Oct. 25.—A testimonial dinner in honor of Harold J. Fitzgerald, former president of Fox Wisconsin Amusement Corp., will be held at Schroeder Hotel, here Nov. 1.

Fitzgerald bowed out of show business recently, not to retire, but to enter other fields of endeavor. Many who formerly worked for him and those who have associated with him in the show business are planning the affair at which over 600 are expected.

Folke Peterson, executive secretary to the mayor, and at one time employed by Fitzgerald, is a chairman.

McDonald's Toll TV Statement Answered

FRANKLIN, Ind., Oct. 25.—The exhibitors' Joint Committee on Toll TV, through its co-chairmen, Alfred Starr and Trueman Rembusch, have issued a statement answering the recent attack by E. F. McDonald, president of Zenith Radio, on the formation of the exhibitors' group and its announced aims.

The statement charges that toll TV will employ the free air waves for a commercial purpose which could bring about a concentration of communications' control, opposed to the public interest.

'Underwater!' for Christmas Release

HOLLYWOOD, Oct. 25.—"Underwater!" Howard Hughes' $3,000,000 production starring Jane Russell, which has been three years in the making and is the first picture to be filmed in Superscope, has been set for four de luxe premieres on Christmas Day following its world premiere at the Fox Theatre, St. Louis, on Dec. 21, it was announced today by J. R. Grainger, president of RKO Pictures, Inc. They are the Mayfair Theatre, New York; the Woods, Chicago; Paramount, Hollywood; and Rialto, Atlanta.

Filmed in Technicolor in Havana and the Caribbean, "Underwater!" was produced by Harry Tatelman and directed by John Sturges. It also stars Gilbert Roland, Richard Egan and Lori Nelson.

Leonard Siebert, 90

HARTFORD, Oct. 25. — Leonard Siebert, 90, operator of the first motion picture theatre in East Hampton, Conn., known as Siebert's Opera House, is dead, following a long illness. He retired from business in 1946.

Clift, Cochran to MC UJA Show

Montgomery Clift and Steve Cochran will act as masters of ceremonies for the 21st annual "Night of Stars," United Jewish Appeal benefit show, which will take place on Nov. 22 at Madison Square Garden here.

Proceeds from the huge show will be used to further the UJA program in Europe, Israel and the U. S. During the 20-year history of the show, more than $2,000,000 had been raised through the sale of tickets to an estimated 400,000 people.

TOA Registrations Pass the 380-Mark

Advance registrations for the 1954 TOA convention and TESMA-TEDA-TOA-IPA trade show, next week at the Conrad Hilton Hotel in Chicago is unprecedented, TOA reported.

As of Thursday 380 persons had registered through New York offices and dozens more are pouring in daily, it was said. This advance registration is two-to-one greater than last year one week prior to convention time.

Minter Here for Distribution Talks

George Minter, head of Renown Pictures Corp., London, is in New York to discuss American distribution for his recently completed production, "Svengali."

He plans to go to Hollywood from here to confer with Darryl F. Zanuck on casting of his planned CinemaScope production of Charles Dickens' "A Tale of Two Cities." The picture, to be in color, will be made in England. An American director and two American stars are being considered for the film.

Women's Clubs Cite Goldwyn on Nov. 8

Producer Samuel Goldwyn has been chosen as recipient of the New York State Federation of Women's Clubs award for his "outstanding achievements in motion pictures and the high standards which he has set for the entire industry," it was announced yesterday by Mrs. Bruce M. Mills, president.

The citation to Goldwyn will be presented at the Helmuth Fellowship dinner on Nov. 8 at the Hotel Roosevelt in New York.

Conn. Allied to Elect New Officers Today

HARTFORD, Oct. 25.—Election of officers is slated for Allied Theatre Owners of Connecticut meeting at the Hofbrau Restaurant, New Haven, tomorrow.

Serving on the nominating committee are Maurice W. Shulman, Barney Tarantul, Jack Post and Robert G. Elliano. Current head of the statewide organization is Dr. Jack Fishman.

Horizontal VV for 'Christmas' on Coast Starting Tomorrow

HOLLYWOOD, Oct. 25.—As a result of the reported success of the horizontal large-frame VistaVision projection of Irving Berlin's "White Christmas" in its world premiere engagement at Radio City Music Hall in New York, the Paramount musical will be presented in the same manner in its West Coast engagement at the Stanley Warner Theatre in Beverly Hills, opening with a premiere on Wednesday evening.

Two Century projectors with the horizontal movement and other necessary equipment will be installed at the Beverly Hills house, as at Radio City Music Hall. This will be the second such installation in the world, the Music Hall being the first.

Claughton Petitions For New Trust Trial

MIAMI, Oct. 25.—Lillian Claughton of Claughton Theatres has filed a petition here before senior Federal Judge John Holland seeking a re-trial of her anti-trust suit against six major film distribution companies.

The original suit, after a seven-hour deliberation last week, was declared a mistrial by a Federal Court jury. Miss Claughton is seeking $9,450,000 in triple damages from the distributors. The circuit attorneys are also readying other suits for the period of 1951 to 1954, charging similar anti-trust violations.

'Romeo and Juliet' at Sutton Dec. 22

The American premiere of the Technicolor film version of Shakespeare's "Romeo and Juliet," winner of the grand prize at this year's Venice International Film Festival, will be held on Dec. 22, at the Sutton Theatre in New York, it has been announced by William J. Heineman, vice-president of United Artists in charge of distribution.

The United Artists release will be shown at the Sutton on a continuous-performance schedule.

'Aida' to Premiere at Carnegie, Nov. 11

The American premiere of Verdi's "Aida" will be held at the Little Carnegie Theatre here on Nov. 11, it was announced yesterday by I.F.E. Releasing Corp., which is releasing the Italian production nationally.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
Color by Technicolor - A Paramount Picture
and SPECTACULAR STAGE PRESENTATION

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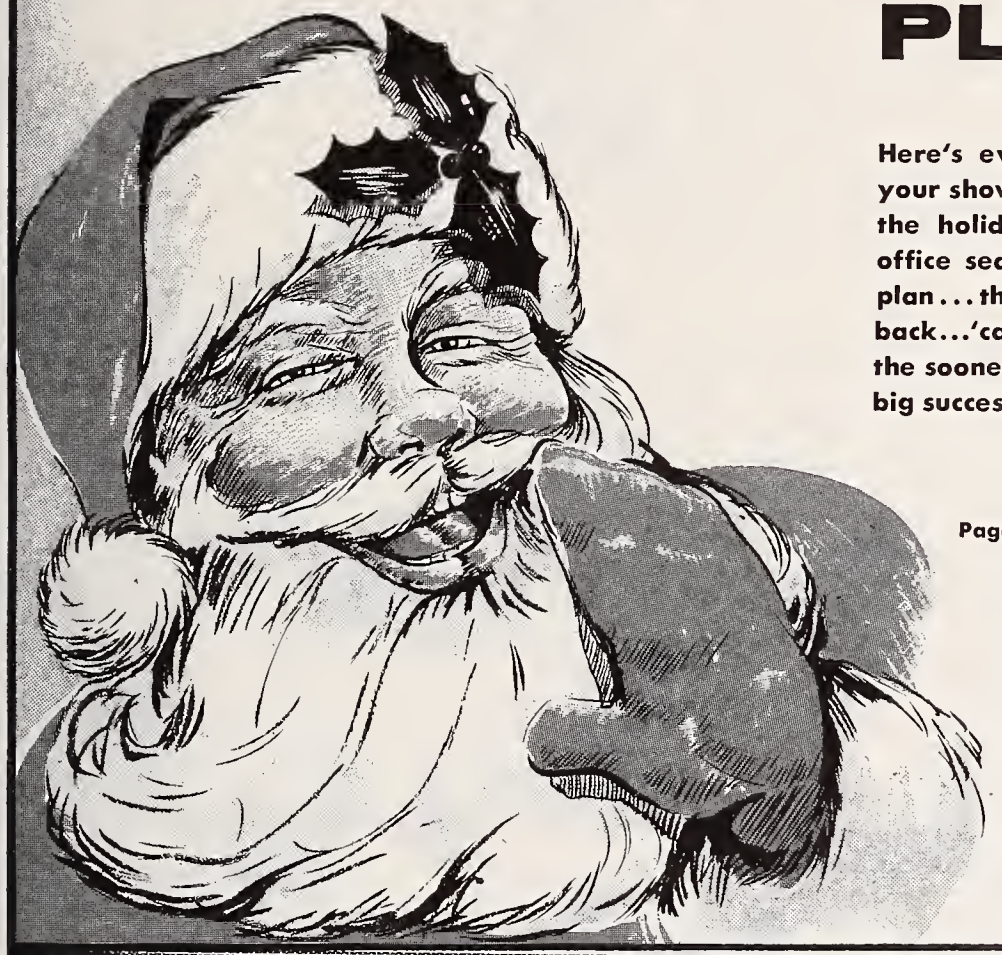

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11. NEW YEAR'S EVE CLOCK TRAILER
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NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

'53 Grosses

(Continued from page 1)

motion picture admissions and $1,594,000,000 in 1947. They were the industry's peak revenue years.

National spending in the overall category of recreation increased in 1953, the Department said, as did spending for radio and television receivers. Total 1953 recreation spending rose over $500,000,000, from $11,368,000,000 in 1952, to $11,892,000,000 in 1953. And Americans spent $2,176,000,000 on radio and television sets in 1953, as compared with $2,100,000,000 in the previous year. Spending for total recreation, including spending on radio and television sets, has increased steadily since 1946, with almost all categories except motion picture admissions within the overall recreation group showing a continuing rise.

No Corporate Figures

For the first time this year the Department did not release any corporate income and sales figures, which are usually made public at this time. Department spokesmen said they used the 1951 Internal Revenue Bureau figures as a basis for extrapolating income figures for 1952. They found, they said, that although this method was valid for figuring in broad categories of industrial income, it didn't work out accurately for breakdowns by industry. The Department has consequently discontinued publishing annual figures on corporate income of individual industries.

In addition, the Department has revised all of its consumer spending figures for the past 10 or 12 years. The revised figures for motion picture admissions which the Department has just put out are slightly higher than those published each year for the industry. The trend down from the peak years, however, remains the same.

$711,000,000 in Salaries

The industry paid $711,000,000 in wages and salaries in 1953, compared to $721,000,000 in 1952, the Department reported. The number of persons working in the industry last year was the equivalent of 209,000 full-time employes, a drop from the 1952 reported figure of 216,000. The industry's full-time workers earned an average of $3,244 in 1953, compared with an average of $3,190 the previous year. Some 220,000 people were engaged in production in 1953, a drop from 1952's total of 227,000.

Acquires Film Unit

McGraw-Hill has acquired the sales and distribution rights to the Audio-Visual Division of Popular Science Publishing Co., exclusive of the Filmstrip-of-the-Month Clubs, which Popular Science will continue to operate.

To Fete Cinerama

A party, celebrating the 109th week of "This Is Cinerama" on Broadway, will be held this afternoon in the offices here of Lynn Farnol. The 109 weeks is said to be a long-run record for any Broadway engagement.

CENTURY THEATRE—2342 N. 3rd St., Milwaukee, Wis.; fully equipped —720 seats—with $75,000.00 mortgage will be sold to highest bidder on Nov. 1st at 2 P.M. Federal Court, Milwaukee.

Hartwig & Westfahl, Attorneys
238 W. Wis. Ave. BR 6-1617

Decry Federal Regulation

(Continued from page 1)

published in later issues of MOTION PICTURE DAILY.

Carl Zeitz, Academy Theatre, Fall River, Mass.: "The need for relief for the small exhibitor is acute. I do not know whether the Allied States' plan is the answer. However, I feel exhibitors and distributors should get together and make a sincere effort to solve the problem to the satisfaction of all without having recourse to Federal regulaton which could prove not only costly but consume considerable time."

William Purcell, Sr., Embassy Theatre, Fall River: "I believe that nothing should be done which would give the government control of prices and distribution. Current exhibition-distribution problems could be ironed out in round table conferences. The small exhibitor's need for relief is urgent but not at the price of government control."

Norman A. Zalkind, Strand Theatre, Fall River: "Something must be done to regulate film prices and distribution practices if the so-called little man is to survive, and solutions might be reached at roundtable discussions of the problems. That is the American way of doing things and certainly is to be preferred to government regulation."

Barney Tarantul, Burnside Theatre Corp., East Hartford, Conn.: Believes that Allied States' proposal to seek Federal regulation of distribution unless film terms and other distribution practices are modified by next February should be backed by independent exhibitors everywhere. "There are too many flagrant abuses of price-scaling. There seems to be no set price policy on the part of distributors. This breeds discontent among small exhibitors and intensifies resentments. If the distributors could set a policy and stick to it, it would remove much of the ill-feeling. But the way things are today, there are no rules or regulations that distributors abide by."

Harry Lamont, Lamont Theatres, Albany, N. Y.: "I am against Federal regulation of distribution. There must be an alternative. Arbitration is probably the best way. Simple arbitration machinery should be established in every exchange district for use when requested by an exhibitor. It should be able to function promptly and dispose of actions swiftly—within one week. I think Allied is right, though, in holding out for arbitration that will include film rentals but I am definitely against government regulation. It has already taken block booking away from us. I think that was a mistake."

Sidney Dwore, Cameo Theatre, Schenectady, N. Y.: "I am opposed to Federal regulation except as a last resort—after arbitration, including rentals, has had a fair trial, say of one or two years. I believe the industry has the leaders and intelligence to settle its problems without government intervention. But distributors must recognize the situation faced by the neighborhood exhibitor. We are truly the 'forgotten men.' Our backs are to the wall but branch offices give us no relief. Our problems are properly subjects for arbitration. I think there is a chance distributors will agree to arbitrate film rentals. Let's set up a system of arbitration boards and try it."

Clarence Dopp, operating theatres in Frankfort, Northville and Poland, N. Y.: "My 38 years in motion picture business has shown me that no industry benefits from government regulation. Mine are small weekend operations. My problems, therefore, are not those faced by larger exhibitors. I do think, however, that the motion picture industry has the brains to solve its own problems. Let us hope it also has the will." Dopp feels that distributing companies having an established record of cooperating with exhibitors should be "encouraged."

Smitt, of Utica First Run Says "The Less the Better"

UTICA, N. Y., Oct. 25. — "I am against Federal regulation of film distribution," George J. Smitt, of the first run Olympic Theatre here, declared today. "The less government regulation any industry has, the better off it is," said the son-in-law of Charles Gordon, Olympic owner. Smitt was a Navy officer during world War II.

Explaining that he is an "individualist," Smitt stated he has been able to get along satisfactorily with distributors in dealing for "small pictures." He added "I do not buy big pictures, because my capacity and patronage will not permit their purchase at the terms asked."

Skouras

(Continued from page 1)

final view of the deceased.

Burial took place in the Skouras-built mausoleum adjoining the cathedral.

Very Rev. Leonidas C. Contos, Dean of St. Sophia Greek Orthodox Cathedral, said, in the course of his eulogy:

'Fine, Sympathetic Spirit'

"Blessed by God with an extraordinary mind and keen insight, a high degree of sensitivity and the broad grasp of things which is typical of the true artist, he distilled all of these great talents through a fine, sympathetic spirit, and in turn blessed the world around him. . . . Jesus of Nazareth loved the enthusiast who gave himself without reserve. He liked energetic action. . . . Charles Skouras has banged on life's door more insistently than most men, and over and over again the door has been opened and life's choicest blessings have been bestowed on him — material wealth only incidentally. More important to him have been the devotion of a truly wonderful family, the esteem and the warm, unconstrained love of countless friends; a great sense of achievement and service; the deep and abiding sense of God's nearness.

"All last week as his tired heart pounded, and all of us prayed, it was as though he were pounding at the door of Heaven itself, not audaciously as in life, but quietly, humbly. I believe this door has opened too, and if we will listen over the tumult of our own grieving, I think we may hear the voice of The Master of the Household: 'well done, thou good and faithful servant'."

Leading Executives Present

Among the friends attending the funeral were Buddy Adler, Irving Allen, Edward L. Alperson, Pandro S. Berman, A. R. Broccoli, Jack Broder, Steve Broidy, Sherrill Corwin, Michael Curtiz, Sam Dembow, Ned Depinet, Si Fabian, J. J. Fitzgerald, Bert Friedlob, Ted Gamble, Gayle Giterson, Samuel Goldwyn, James R. Grainger, Pete Harrison, Don Hartman, Jack Jungmeyer, Ben Kalmenson, Harry Kalmine, Carl Laemmle, Jr., Pete Latsis, Carl Leserman, Robert L. Lippert, Jim Londos, Harry Maizlish, Nick John Matsoukas, Harold Mirisch, George Murphy, James and George Nasser, Ben Peskay, Harry Popkin, Mayor Norris Poulson, Sid Rogell, Thornton Sargent, Harold Seidenberg, David O. Selznick, Fred Stein, Michael Todd, Steve Trilling, Ben Wallerstein, Walter Wanger, Albert, Harry and Jack Warner, and Darryl F. Zanuck.

Cite 'Carmen' Stars

Dorothy Dandridge and Pearl Bailey, starred in 20th Century-Fox's CinemaScope production of "Carmen Jones," will be guests of honor at a reception this evening in the Skyline Room of the Hotel Theresa. The reception will be highlighted by the presentation of scrolls to the two stars, and to Otto Preminger, who directed and produced the filmization of Oscar Hammerstein's stage production.

Parade Moves

Parade, the Sunday picture magazine, has moved to new quarters here at 285 Madison Ave.

Allied May Meet

(Continued from page 1)

pressing for government regulation of trade practices when Congress reconvenes in January.

It was felt though in Allied quarters that the invitation for such a round table conference should be extended by distribution, for, it was held, it is up to distribution to present "an alternative plan" to prevent the contemplated Allied move to seek government aid in correcting alleged abuses.

One section of distribution, questioned on whether it would call such a round table trade practices conference in mid-November, replied in the negative. Their position was that it would be bowing to pressure. However, they indicated that they were not adverse to talking things over individually once again with Allied officials on trade practices.

W. Pa. Allied

(Continued from page 1)

lish the basis for fair deals between our members and the film companies, including the kindred industries that serve theatres in our areas," Hendel said.

Ted Grance, president of the Tri-State Drive-In Association, asserted that "no exhibitor wants government control, but it is surely better to have such control than for the small exhibitors to be forced against the wall."

Settles Suit

HARTFORD, Oct. 25.—The suit of a West Haven, Conn., woman who blamed a fall at the Forest Theatre, West Haven, for a miscarriage she suffered, was settled for $1,700 in an out-of-court arangement, it was disclosed at the Superior Court session in Meriden.

'Workshop'

(Continued from page 1)

a resolution to that effect at its Missoula convention.

Mike Simons, in charge of customer relations for M-G-M, will conduct the newly scheduled sessions as well as the other three previously listed. Also attending the three meetings from the home office will be Emery Austin, in charge of exploitation under Dietz. A number of panelists will be selected for each session to cover as wide a field bearing on promotion and coordinated activities as possible.

The "kick-off" Workshop session will get under way Thursday morning, at the William Penn Hotel in Pittsburgh, where various independent and circuit theatre groups will be on hand, as well as a number of important exhibitor leaders.

Others Nov. 16 and Dec. 6

The second and third Workshops will be held Nov. 16 in Indianapolis and Dec. 6 in Boston. Foster B. Gauker, manager of M-G-M's branch in Indianapolis, is working with Roy Kalver, president of the Allied Independent Theatre Owners of Indiana, and William Carroll, executive secretary, on finalizing plans for the Hoosier state get-together. In Boston, Benn H. Rosenwald, M-G-M manager, is working with Melvin B. Safner and Herbert Brown, convention chairman for the annual meeting of Independent Exhibitors, Inc., and Drive-In Theatre Association of New England. The unit will hold its annual convention the day after the M-G-M Workshop and will have many members on hand for both occasions.

2 Mass. Houses to Continue under Shea

The Shea circuit announced yesterday that reports that Western Massachusetts Theatres had purchased 50 per cent of the Lawler family's holdings in the Lawler Theatre, Greenfield, and the Amhurst Theatre, Amhurst, does not indicate that the discontinuance of the Shea company's management because the leases and agreements have about 10 months to go.

Although not formally notified, the announcement, it was said, "came as no surprise," since the lease imposed circumstances and conditions involving the discontinuance of E. C. Grainger's services with the corporation.

Shea Personnel Meet

PITTSBURGH, Oct. 25.—Gerald Shea, president and general manager of the Shea Circuit, will preside at a two-day business meeting of Shea personnel tomorrow and Wednesday in the Hotel Roosevelt. Shea bookers in Cincinnati, Cleveland and Boston will also attend the sessions, and the group will stay over on Thursday to participate in the M-G-M ticket-selling Workshop in the Hotel William Penn.

'Met' TV in Cleve.

CLEVELAND, Oct. 25.—The Metropolitan Opera opening night performance will be telecast locally at Loew's State Theatre, on Nov. 8. Present plans provide for a benefit performance sponsored jointly by the Metropolitan Opera and CARE, with these two organizations taking over the ticket sale. Loew's State has 3,500 seats.

Television--Radio

with Pinky Herman

MARGARET SULLAVAN and Joseph Cotten will co-star in a TVersion of the Howard Lindsey-Russel Crouse Pulitzer Prize-winning play, "State of the Union," which will be NBColorcast on "Producers' Showcase," Monday, Nov. 15, at 8:00-9:30 P.M. Nina Foch, John Cromwell, Ray Walston, Muriel Kirkland, Fred Ayres, Cotten, Jack Leslie, C. Albert Smith and Royal Deal will also be in the cast. . . . Two years ago when Decca's publicity and promotion chief Mike Conner needed a capable assistant, he brought into New York a young Chicago-getter, Bud Katzel, who's merely turned out to be one of the best wax promoters in the biz. . . . That working agreement just entered into by Guild Films and Vitapix Corporation in which the fine product of the former is guaranteed outlets in about 60 major markets, was conceived by prexies Reub Kaufman and Frank E. Mullen of Guild and Vitapix respectively. . . . MGM has purchased the story of "Aimee Dubucq de Rivery" from Lesley Blanch's best seller "The Wilder Shores of Love," several stories of which have already been featured over WOR.

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When Howard Miller, the top-ranking disk jockey in Chicago, named handsome Jerry Martin, quote, "possessor of the finest NEW voice in America today," unquote, his prediction proved well founded because young Martin's recording of "Where Can You Be" not only was acquired for a number one promotion by Coral Records, but in less than four weeks has climbed to national juke box ratings. Leeds Music Corp. has become sole selling agents for the ballad Jerry discovered and introduced and Willard Alexander, Vaughn Monroe's mentor and agent, has signed to guide Young Martin to vocal heights. Lad not only has the voice and looks but is chockful of personality and charm and is a natural for Hollywood.

Jerry Martin

☆ ☆ ☆

Rumors to the effect that the cost for the first four-network-two-hour telecast of David O. Selznick's production of the "Diamond Jubilee of Light" last Sunday was prohibitive are contrary to the facts. Actually, the most ambitious program ever presented in television, sponsored by 300 electric and power companies to commemorate the 75th anniversary of the discovery of the electric light by Thomas A. Edison and acclaimed by every critic in the land, was produced far under the estimated budget, another feather in the D.O.S. cap. . . . The RCA jingles which Vaughn Monroe warbles, were composed by Hank Sylvern, maestro of the "Jane Froman CBShow." . . . John Rust, on the public relations (radio-TV) staff of U. S. Steel since 1945 and co-producer with Talent Associates of the TVehicle "Justice," has resigned to open his own firm, John Rust Productions. Initial TV package will be titled "Crossroads," a new half-hour dramatic series which will star Faye Emerson.

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Ogden Nash, regular panelist on the ABC-TV "Masquerade Party," is currently penning the lyrics for a new Broadway musical, "If I Were Queen," skedded for a Big Apple opening sometime in January. . . . Joe Given, ace newscaster at WOV, has returned to that station, after serving a three-year hitch as a captain with the Armed Forces stationed in Stuttgart, Germany. . . . 21 years ago a young violinist and his quintet were hired for a four-week engagement at the Peacock Room of the Hotel Waldorf-Astoria. Last week, Michael Zarin's option was picked up for the umpteenth time and leads Michael to believe the job might be steady. . . . Bob Clayton, WHDH deejay and one of Boston's most popular personalities and song salesmen, is starting his second decade there. Bob's hep chatter about platters has launched many a hit for Tin Pan Alley.

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DOTS ALL. . . . Jack Schiffman, formerly with Sammy Kaye Music firms, is now prof. mgr. of Lee Eastman's music firms, Warock, Campbell and Rytvoc. Jack is all excited about a new recording of "If I Had a Million Dollars," waxed on Label X by the Dolphins, a new quartet who are headed places—but fast. . . . Basso Lee Cass, seen and heard on TV and radio with the Boston Symphony and NBC Opera series, received Second Place Award in the nation-wide Marian Anderson Scholarship Contest and was finally located by the Awards Committee at Arthur Lessac's Institute of Vocal Arts (where else?). . . .

'Gangbusters'

(Continued from page 1)

television and radio promotion campaign which, according to Turner, will cost in the neighborhood of $50,000, will launch "Gangbusters" in the New England area.

Parts of the episodes have been reshot. The picture will not be made available to television until after theatre liquidation has been completed. If the venture is successful, Turner plans to release similar productions at the rate of two a year.

New FCC Chairman To Speak Thursday

George C. McConnaughey, the new chairman of the FCC, will make his first public statement since taking office at a joint luncheon meeting on Thursday of the Radio & Television Executives Society and the National Association of Educational Broadcasters. The occasion for the luncheon, to be held in the Biltmore Hotel, is a special industry salute to the N. A. E. B. which is holding its convention.

In addition to McConnaughey, Graydon Ausmus and Roger Pryor, presidents respectively of the N. A. E. B. and the R. T. E. S., will also speak

Seeks Ted Gamble's Radio Station Stock

PORTLAND, Ore., Oct. 25.—C. Howard Lane of Portland has asked the Federal Communications Commission for permission to purchase the majority stock of Ted R. Gamble in Radio Station KJR, Seattle. Lane is a minority stockholder. He is also managing director of KOIN-TV.

Gamble, also of Portland, is president of Mount Hood Radio & Television Broadcasting Corp., which operates KOIN-TV.

New TV Package

Because of the reported success of the first package of 30 films released for television less than a year ago, Fortune Films has organized a second package of 52 American language Italian-produced features, 13 in color, for immediate availability. This second package will make a total of 82 English language Italian features available for television viewing.

Canadian TV Dispute

OTTAWA, Oct. 25.—A three-man conciliation board is conducting a collective agreement dispute between the Canadian Broadcasting Corp. and the National Association of Broadcast Employees and Technicians. CBC has complete jurisdiction over television in Canada.

Jersey Allied to Meet

PASSAIC, N. J., Oct. 25.—New Jersey Allied will hold a full membership meeting at the Ritz Restaurant here on Nov. 18 which will be followed by a beefsteak dinner.

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MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 82 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 27, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

PERSPECTA SOUND is making a place for itself in the industry with far greater rapidity even than its most enthusiastic sponsors and supporters believed possible only a few months ago.

Much of that progress is recounted in text and pictures in another part of this issue of Motion Picture Daily. One impressive item of evidence in support of it is the fact that there are current on Broadway four top-grossing films and that an uninterrupted succession of others of the kind is in prospect from M-G-M, Paramount, Warner Bros. and others.

•

As of now, there are an estimated 650-700 theatres equipped with Perspecta Sound integrators, with a vastly larger field of prospects among the 8,000 theatres already said to have three-channel sound. For a nominal expenditure every one of those theatres can increase their deluxe presentation.

As most exhibitors realize by now, three-channel sound is an effective adjunct of wide-screen presentation. It is particularly advised for theatres equipped with, or capable of accommodating, very large screens.

•

Now that Perspecta Sound has been so authoritatively accepted by Hollywood, as is attested by the numbers of top-quality productions capable of picking up the Perspecta signal, already in release, completed, in production or planned, its place in the industry and in improved theatre presentations is certain to be made more secure by ever-increasing theatre acceptance and adoption.

Perspecta fulfills a very useful function in the industry. It is making its own significant contribution to the new excitement and interest which surrounds motion pictures and in so doing is helping to reclaim the screen's own audience.

Admission Prices Rose in Early Fall

WASHINGTON, Oct. 26. — The Bureau of Labor Statistics said that motion picture theatre admission prices rose again in late August and early September.

Releasing its cost of living index for the month to mid-September, the Bureau reported that the index for all reading and recreation costs dropped slightly. "Substantial cuts for television sets were almost offset by higher movie theatre admission prices," the BLS said.

U-I Talent Program Costs $1,000,000

The Universal-International talent development program, which was instituted by the company in 1949, has been costing an approximate $1,000,000 annually, Robert Palmer, U-I studio talent executive, disclosed here yesterday at a trade press conference at the Hotel Delmonico.

The studio, which has nearly 40 contract players and about 20 others signed for picture deals at present, is happy if at least one player yearly

(*Continued on page* 12)

Old Col. Product To Hygo for TV

A number of out-of-date cartoon and Western properties which Columbia Pictures had produced and distributed about 15 years ago, have been sold to Hygo Corp., a television film sales agency, Jack Cohn, executive vice-president of Columbia, revealed yesterday.

The deal provides for Columbia to turn over to Hygo the rights to some cartoon series on which theatrical distribution rights have expired, as well as a group of Western films, dating

(*Continued on page* 12)

Within Sixty Days

ALLIED WILL SHOW ITS SOUND SYSTEM

To Be Exhibited in New York and Chicago; Equipment-Field Activity Urgent: Marcus

By SAMUEL D. BERNS

HOLLYWOOD, Oct. 26.—An improved, superior-quality, full stereophonic sound system bearing the Allied States label will be trade-shown in New York and Chicago within 60 days to give evidence of Allied's plan for entering the theatre equipment field.

Ben Marcus

Allied's president, Ben Marcus, in an exclusive interview, said:

"Allied is determined that never again will its exhibitors be caught in a vise as they were with CinemaScope's stereophonic sound system." He cited some small exhibitors who, he said, were economically ruined because of exorbitant costs of the original system.

Marcus will be in New York in mid-November to discuss arrangements for trade-showing this equipment, which will become available to non-member exhibitors, as well, at the same savings accorded Allied members. The system will be priced approximately 25 per cent under other

(*Continued on page* 12)

Hyman Sees 'Healthy' 4th Quarter for the Industry

A healthy fourth-quarter in 1954 "and an even more acceptable first quarter in 1955, for the industry was forecast yesterday by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, currently visiting the Coast.

Edward Hyman

Hyman made his forecast in a statement released here in which he stressed the many quality pictures being prepared by various studios. "After viewing these fine productions," Hyman expressed his conviction that the motion picture medium today is preeminent in the entertainment field. The AB-PT official called upon exhibitors to meet the challenge of the studios by proper exploitation, by allowing the box-office to dictate the length of run of an engagement. He had a word of caution to exhibitors criticizing studios for long running times of big stories. Let the public decide, Hyman advised, before chopping a story.

Hyman, who is on the Coast with Robert K. Shapiro, managing director of the Paramount, and Jerry Zigmond, Western division manager of Paramount Theatres Corp., said they were welcomed at every studio, with personnel there anxious for an interchange of ideas. "We found no ivory towers," Hyman declared.

Snyder, Zimmerman, Goldman Join Forces

Three industry executives have joined forces in the formation of a new enterprise, William Films, Inc. William Goldman, William Zimmerman and William L. Snyder are the founders of the new organization which is engaged both in acquiring films from abroad for specialized exhibition in the United States theatrical market and in the production of television films for children.

The new company marks the first venture into the foreign motion picture field for Goldman, Philadelphia

(*Continued on page* 12)

Perspecta Sound on the March BEGINNING ON PAGE 4

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, and AL LICHTMAN, director of distribution, have returned to New York from Los Angeles.

•

LEON J. BAMBERGER, RKO Radio sales manager, and MRS. BAMBERGER will leave Friday aboard the "Santa Paula" for a vacation in Venezuela.

•

MAX FELLERMAN, Lopert Films vice-president and general manager, will arrive in Hollywood today from New York.

•

FAYETTE W. ALLPORT, of the London office of Motion Picture Association of America, left here yesterday for England via B.O.A.C. Monarch.

•

MORRIS E. LEFKOW, RKO Radio Eastern-Central district manager, left here last night for Cleveland.

•

DOUGLAS SHEARER, in charge of M-G-M studio technical research, is in Washington from Hollywood.

•

JAY ROBINSON has arrived in New York from Hollywood.

Marcus, Gran Bid For Milw. Theatre

MILWAUKEE, Oct. 26.—Ben Marcus, general manager of the Marcus Theatres Management Co., offered $95,000 for the defunct Century Theatre here, and L. F. Gran, of Gran Enterprises, offered $92,500.

Harvey Hartwig, the theatre's attorney, earlier had petitioned the Federal Court that the Century Theatre Co., be reorganized under Chapter 10 of the Federal Bankruptcy Act. The theatre, which closed Aug. 8, is subject to mortgages totaling $75,000, a Federal witholding and Social Security tax lien of $18,000 and claims by 40 creditors amounting to $11,367.

Federal Judge Robert E. Tehan postponed final sale of the house until Nov. 1, when it will go to the highest bidder. The highest possible price should be sought, he said, so that all creditors can be satisfied. Owners of the theatre are John Freuler, Glencoe, Ill., and his family.

'20,000' to Open At Astor Dec. 22

The world premiere of "20,000 Leagues Under the Sea" will be held here at the Astor Theatre on Dec. 22 or a few days later, it was disclosed here yesterday by Charles Levy, advertising and publicity director of Walt Disney Productions.

Arrangements for the premiere were concluded by Leo J. Samuels, president and general sales manager of Buena Vista, and Max Fellerman, vice-president of Lopert. The Astor, it was further disclosed, will be closed down for refurbishing, including the installation of new seats and a new CinemaScope screen, before the Disney film opening.

Gleason to Appear On Para. Stage

Jackie Gleason and his entire TV cast have been booked for a two-week personal appearance at the New York Paramount Theatre, beginning Nov. 17, it was announced yesterday by Robert K. Shapiro, managing director.

It will be the first stage show at the Paramount in more than a year to run concurrently with a motion picture, making the Paramount's current policy of occasional stage shows. Gleason will appear following the closing of Paramount's current screen attraction "A Star Is Born."

Trade Press Salute By JDA Here Today

Ten industry trade papers will be honored today at the Joint Defense Appeal testimonial luncheon at the Hotel Astor. William J. German is chairman of JDA's motion picture division, which is sponsoring the luncheon in behalf of the American Jewish Committee and Anti-Defamation League of B'nai B'rith. Columbia star Kim Novak will present plaques to the trade press publishers and editors.

Serving as associate chairmen in the campaign are: George F. Dembow, Emanuel Frisch, Edward L. Hyman, Harry M. Kalmine, Al Lichtman, Abe Montague, Milton Rackmil, Walter Reade, Jr., Samuel Rinzler, Burtin E. Robbins, Abe Schneider, Sam Schneider, Al W. Schwalberg, Fred J. Schwartz, Spyros Skouras, Jr., Edwin L. Weisl and Max E. Youngstein. Saul Jeffee is laboratories chairman.

Also helping the effort as members of the executive committee are: Leon J. Bamberger, Alfred E. Daff, Charles H. Feldman, S. Arthur Glixon, Monroe R. Goodman, Arthur Israel, Jr., Bernard G. Kranze, Paul N. Lazarus, Jr., Jack H. Levin, W. Stewart McDonald, Louis A. Novins, John J. O'Connor, Eugene Picker, Norman Robbins, Arthur M. Rosen, J. Robert Rubin, Silas F. Seadler, Al Senft, William Zimmerman and Bernard Zimetbaum.

The trade papers to be honored are: Billboard, Boxoffice, Exhibitor, Film Bulletin, Film Daily, Independent Film Journal, Motion Picture Daily, Motion Picture Herald, Radio Daily and Showmen's Trade Review.

RKO to Distribute 5 Films by 1955

RKO Radio will have five color productions, each representing a different form of screen entertainment, in national release by the end of 1954, it was announced here yesterday by Walter Branson, RKO world-wide sales manager.

The five pictures are: "This Is My Love," set for Nov. 11 release; "Cattle Queen of Montana," Nov. 19; "Underwater," Dec. 21; "Hansel and Gretel," now playing on Broadway; and "Passion," now in release.

Film Dividends Up Last Month Over Sept., 1953

WASHINGTON, Oct. 26.—Total dividend payments made by industry firms in September were close to $1,000,000 more than the amount paid in dividends in September of 1953, the Department of Commerce said today.

Payments made in September, 1954, totalled $3,996,000. Those for September of last year amounted to $3,036,000. The August figure also rose, with $1,426,000 reported for August this year and $1,018,000 for August, 1953.

The August and September figures continue to carry on what seems to be a trend toward increased dividend payments in 1954. Commerce has reported figures to date for the first nine months of 1954, and seven of those months have shown higher dividend payments than those made in the comparable months of 1953.

The increase in the September, 1954, payments was due to the fact that 20th Century-Fox, Loew's and Universal made substantially higher payments in that month than in September of last year.

Altec Division Post To Ralph Kautzky

The appointment of Ralph Kautzky as acting manager of Altec Service Corp. Northeastern division has been announced by H. M. Bessey, executive vice-president. Kautzky succeeds C. S. Perkins, who recently moved up to operating manager of the Altec organization at the New York headquarters. Kautzky will direct operational activities of the company's Northeastern engineering field force from division offices.

The new Altec division head has a long record of service in the motion picture field both with Altec and its predecessor ERPI (Electrical Research Products, Inc.) He joined ERPI in 1928 as a member of the field engineering force in the Harrisburg, Pa., territory. Following assignment to the company's Atlanta headquarters, he was sent to London to supervise the installation of the first sound-on-film equipment, and to train the staff of Western Electric, Ltd. He joined Altec at its formation in 1937 in the capacity of field engineer and in November, 1941, became attached to the company's New York division office.

S.F. Newspaper Guild Sponsors 'Desiree'

SAN FRANCISCO, Oct. 26.—The world premiere of "Desiree" will be held here on Nov. 16 at the Fox Theatre.

The San Francisco-Oakland Newspaper Guild is sponsoring the event. A feature of opening night will be the annual Guild Frolic in which many Hollywood stars will participate.

The following Hollywood columnists and wire service representatives will be on hand: Harrison Carroll, Sheila Graham, Hedda Hopper, Erskine Johnson, Louella Parsons, with Emily Belser, INS, Aline Mosby, UP, and Bob Thomas, of AP.

Royalty Galore at 'Desiree' Opening

Twentieth Century-Fox's press release concerning the imposing roster of royalty which will grace the command performance of "Desiree," contained the names of 24 princes, 23 princesses, three archdukes, three archduchesses, 29 counts, 20 countesses, 20 barons, 17 baronesses, two marquis, one empress, one marchioness, four duchesses, two dukes, eight ladys and two sirs.

Buena Vista Expands Dist. Organization

The appointment of Herb Schaeffer and Leo Greenfield as district managers in the Buena Vista Distribution Corp. was announced here yesterday by Leo J. Samuels, Buena Vista president, and general sales manager.

Schaeffer, who will headquarter in Boston, will also cover the exchange areas of New Haven, Conn., Buffalo and Albany, while Greenfield will headquarter in Cleveland, covering, in addition, Detroit and Cincinnati exchange areas.

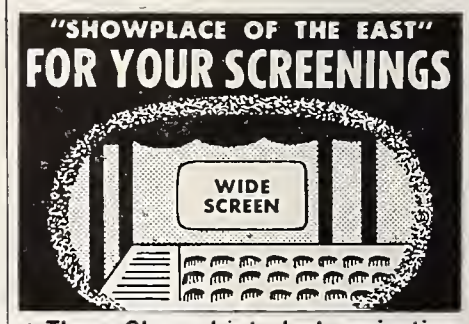
It also was announced that the following have been appointed as field representatives: Ed Terhune, who will headquarter in Dallas, Jerry Field, Chicago, and John Philip, Denver.

Hamm Heads V.C. Project in S.F.

SAN FRANCISCO, Oct. 26.—L. S. Hamm, attorney and motion picture industry leader, is the new president of the Variety Club Blind Babies Foundation.

Hamm, president of the Northern California Theatre Association and of East Side Theatres, Inc., was elected at the annual meeting of the Foundation's Board of Trustees. He succeeds H. Neal East, Western division manager of Paramount, who served as Foundation president since 1949.

Mrs. George D. Cameron and Rotus Harvey were reelected vice presidents; Henry Verdelin, treasurer; and D. V. Nicholson, secretary. Other trustees reelected include H. Neal East, Frank G. Belcher, Abe Blumenfeld, J. C. Geiger, M.D., Ben Levin and John P. Parsons.



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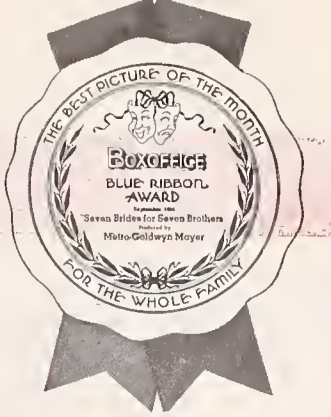

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"ROSE MARIE"

"THE LONG, LONG TRAILER"

"KNIGHTS OF THE ROUND TABLE"

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WE'RE GOING OUT ON A LIMB TO PREDICT!

So far this year M-G-M has won 5 out of the 9 Blue Ribbon Awards of Box-office Magazine representing the vote of press and public for the Best Picture of The Month. Not only this year, but of the total awards since the poll began M-G-M's All-Time Winners are almost twice as many as the next company.

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Pre-sold in giant campaigns! Ads in mass circulation magazines; Long-range advance newspaper teaser and display campaigns; Sunday supplements; Plus radio and TV campaigns. Multi-million readership for both pictures.

NOVEMBER!

"THE LAST TIME I SAW PARIS"

M-G-M's **THANKSGIVING SENSATION!**

(Technicolor)

M-G-M presents • Color by Technicolor • "THE LAST TIME I SAW PARIS" starring Elizabeth Taylor • Van Johnson • Walter Pidgeon Donna Reed • with Eva Gabor Kurt Kasznar • Screen Play by Julius J. & Philip G. Epstein and Richard Brooks • Based on a Story by F. Scott Fitzgerald Directed by Richard Brooks Produced by Jack Cummings

★

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)

DECEMBER!

"DEEP IN MY HEART"

M-G-M's **CHRISTMAS-NEW YEARS HIT!**

(Color)

M-G-M presents "DEEP IN MY HEART" starring Jose Ferrer • Merle Oberon • Helen Traubel • with Doe Avedon Tamara Toumanova • Paul Stewart • Isobel Elsom • William Olvis • James Mitchell • and Guest Stars: Walter Pidgeon Paul Henreid • Rosemary Clooney • Gene & Fred Kelly Jane Powell • Vic Damone • Ann Miller • Cyd Charisse • Howard Keel • Tony Martin • Screen Play by Leonard Spigelgass From the Book by Elliott Arnold Based on the Life and the Melodies of Sigmund Romberg Photographed in Eastman Color Print by Technicolor • Directed by Stanley Donen • Produced by Roger Edens

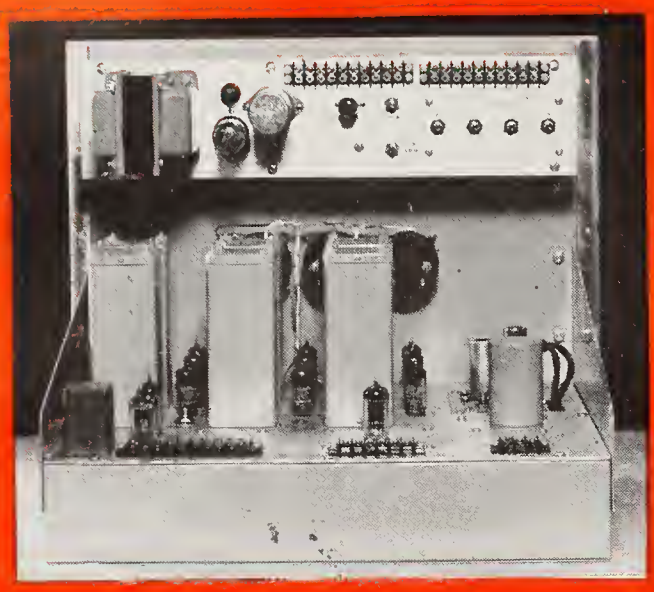
★

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)

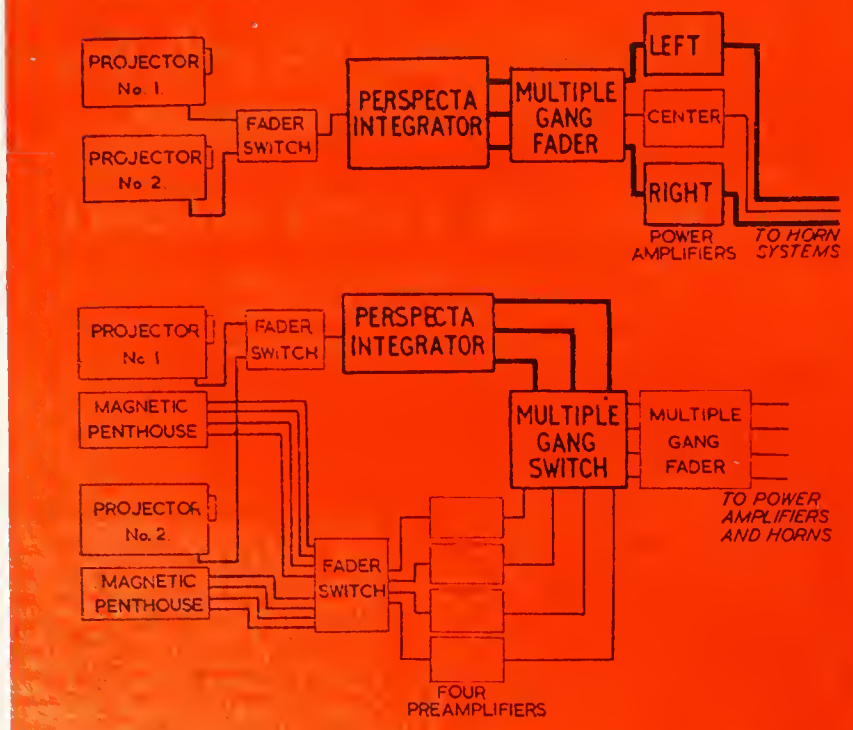
FROM A SINGLE OPTICAL TRACK

Full-Scale Sound for the Wide-Screen Techniques

NOTING the practical role of the Perspecta sound system in the new processes.



HEART OF THE PERSPECTA SYSTEM: The Integrator, picture above with cover off and parts identified. With pre-amplifiers and power supply, this constitutes the equipment necessary for Perspecta reproduction. Below, it is diagrammed, first as introduced with two additional channels in a theatre sound system having only one speaker; secondly, into a system already having three channels.



Under license of Perspecta Sound, Inc., Integrators and related accessories are made in the United States by Fairchild Recording Equipment Company, New York; Stelma, Inc., Stamford, Conn.; New Parts, Inc. (Altec-Lansing), New York; Ampex Electric Corporation, Redwood City, Calif.; Southwestern Industrial Electronics, Houston; and U. S. Gasket Company, N. J. . . . and abroad by Brockliss-Simplex, France; by Compagnia Generale di Costruzioni, Cinemeccanica, Ing. A. Fedi, S. A., Prevost and Microtecnica in Italy; and the Victor Company of Japan.

By GEORGE SCHUTZ
Editor of Better Theatres

THE PERSPECTA system of reproducing sound stereophonically from one optical track was demonstrated in New York seven months ago. Its practical reality today among the new techniques of the motion picture is dramatically demonstrated by pictures now being exhibited at several of the leading New York theatres.

"White Christmas," first of Paramount's VistaVision productions, is at Radio City Music Hall.

"The Barefoot Contessa," United Artists release from Joseph L. Mankiewicz, is having an extended run at Broadway's Capitol.

Down Broadway, in Times Square, the State is presenting "Beau Brummel," MGM production selected for the Royal Film Performance in London.

In each of these engagements, with huge screens giving tremendous effect to the new cinematography, a single optical track is being reproduced by three sets of screen speakers through the Perspecta system.

Also currently, MGM's "Betrayed" is playing the New York metropolitan area with Perspecta sound reproduction at scores of theatres. Houses which have thus given this picture the benefit of three-channel reproduction include 49 metropolitan theatres of the Loew's circuit.

These presentations are exhibits of the fact that important advantages of stereophonic sound need not be sacrificed to the practical convenience, the flexibility of the single optical track. With adoption of the VistaVision method of cinematography, Paramount is providing for Perspecta sound in all feature productions. MGM is following the same policy, while Warner Bros. productions are being similarly recorded.

General Availability

The prospect is that Perspecta signals soon will be added generally to feature picture tracks. The process is available without royalty to all producers, while already there are many thousands of theatres with three speaker channels.

Though ingenious enough in the engineering by which it has allowed an established technique of sound to meet the sudden challenge of a bigger, wider screen image, the Perspecta system is simple in application. By means of a variable gain amplifier with a band pass filter responding to optical track signals of inaudible frequencies, it distributes the picture sound to the three sets of screen speakers with such uniformity or variation of volume as the director of the production chooses for the purpose of enhancing the realism of the performance.

Loudness is always a major factor in the localization of a source of sound, in every-day life and in all stereophonic methods of recording and reproducing sound mechanically. The Perspecta system uses this principle to achieve the *positive* "directionalism" which wide-screen technique immediately suggested; thus making sound localization less dependent on merely arbitrary pictorial devices.

Additionally, realism of mechanically produced sound is increased when it comes from more than one point. Multiple-speaker reproduction gives the sound spatial qualities which the two ears recognize as those commonly present in natural sound.

Perspecta theatre equipment is now available from six manufacturers in the United States, and from eleven in other countries, all of which make it under license from Perspecta Sound, Inc., which has

(*Continued on page 6*)

SEES ADDED VALUES IN PERSPECTA SOUND

Pointing to the popular success of "The Barefoot Contessa" at the Capitol theatre in New York, Robert S. Benjamin, chairman of the board of United Artists, distributors of that Joseph L. Mankiewicz production, has written C. Robert Fine, president of Perspecta Sound, Inc., that the Perspecta system of sound used in the Capitol presentation "added inherent entertainment values to the picture."

"Perspecta," he said, "has emerged as a thrilling new medium which enhances the entertainment values of motion pictures. Our enthusiasm for Perspecta Stereophonic Sound is equalled only by our faith in the future. I hope the many important producers who release through United Artists will adopt Perspecta."

NEW YORK GOES PERSPECTA

AT RADIO CITY MUSIC HALL

Paramount's first production in VistaVision

Irving Berlin's "WHITE CHRISTMAS"

★

AT THE CAPITOL THEATRE

United Artists' presentation of Joseph L. Mankiewicz'

"THE BAREFOOT CONTESSA"

★

AT LOEW'S STATE THEATRE

M-G-M's "BEAU BRUMMELL"

Selected for the Royal Film Performance in London

★

AT 49 LOEW'S THEATRES

In the New York Metropolitan Area

M-G-M's "BETRAYED"

★

Imagine! All at the same time! The top theatres of the big city in extended engagements are giving New York audiences added entertainment with **PERSPECTA STEREOPHONIC SOUND.**

All M-G-M, Paramount and Warner Brothers films (*and films from other companies*) are produced with **PERSPECTA STEREOPHONIC SOUND.**

PERSPECTA SOUND, INC. · 711 Fifth Avenue, New York 22, N. Y.

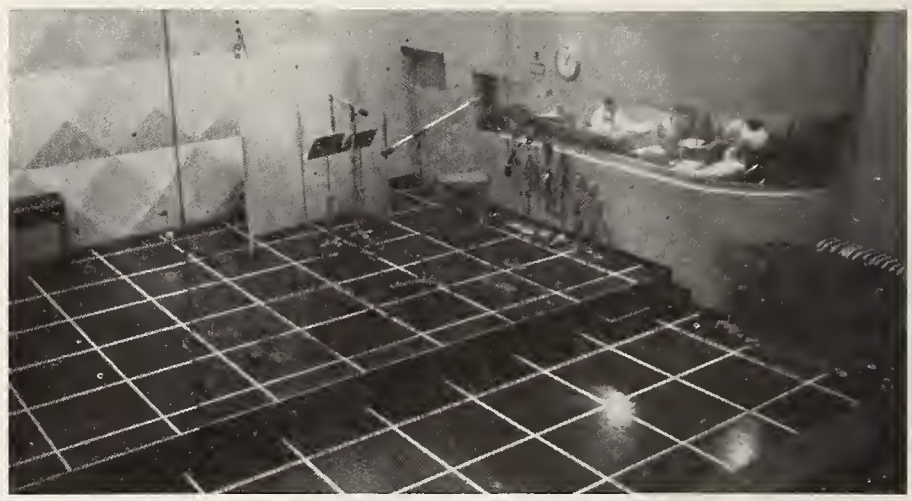
At the New York headquarters of Perspecta Sound and Fine Sound complete facilities are available to any producers for recording a Perspecta sound track. C. Robert Fine, head of the organization, is shown with Miss Betty Jane Keilus, sales director, at the control console of a recording studio. At upper right is pictured the laboratory where the composite tracks are transferred to the film. Below is another studio view, looking toward a control room used for radio and television transcriptions, which are an important part of the recording service that is supplied.

(*Continued on page* 4)
offices and recording laboratories in New York.

Now head of that company, as well as of Fine Sound, Inc., C. Robert Fine is the inventor of the Perspecta process. Its ultimate development into the applied technique it is today is accredited, however, to Arthur M. Loew, president of Loew's International Corporation.

Major producers providing for Perspecta sound in their product do their own recording at the studio. Producers not so equipped, however, can compose the master track at the New York laboratories of Perspecta Sound. That of one of the pictures noted above—"The Barefoot Contessa"—was recorded in this way.

Sharing the facilities of Fine Sound, Inc., which produces many tapes for radio, and sound films for television, the Perspecta organization is elaborately equipped for the projection of a theatrical film and for recording synchronized with it in the production of a magnetic track, or of an optical track with Perspecta signals as desired by the director of the picture. And once the Perspecta signal pattern for a picture is recorded, it is available for later recordings anywhere.



Mr. Producer—

Fine Sound, Inc. offers you the finest facilities in the East for the recording of PERSPECTA STEREOPHONIC SOUND tracks.

To cite but one example, Joe Mankiewicz is one of the independent producers who used our facilities to record PERSPECTA STEREOPHONIC SOUND for "THE BAREFOOT CONTESSA."

☆

For information about our facilities for all types of motion picture recording and disc recording including mobile equipment for location recording, contact

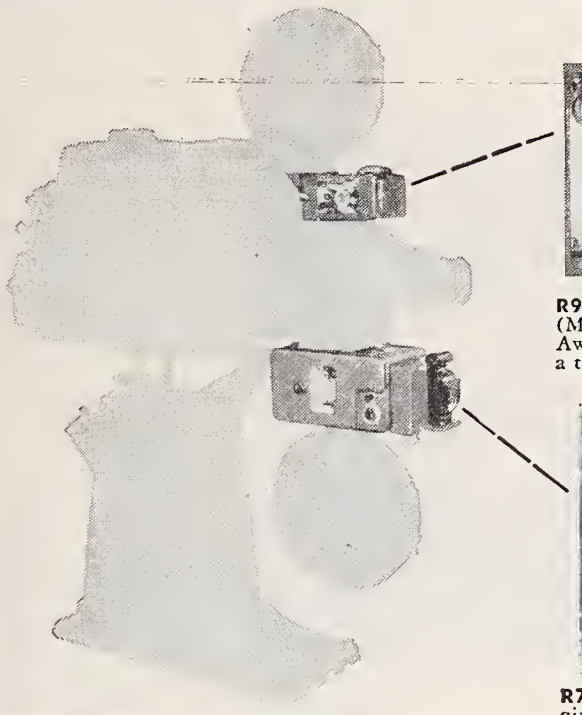
FINE SOUND, INC., 711 FIFTH AVENUE, NEW YORK 22, N. Y.

TOP CHOICE—EVERYWHERE!

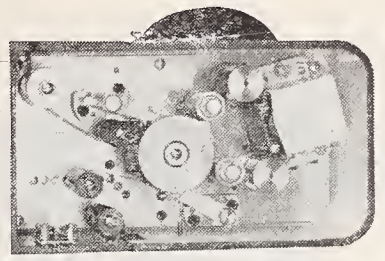
THE WESTREX Multi-Channel and Single Channel Sound Systems

FOR THEATRES OUTSIDE U.S.A. AND CANADA... FOR STUDIOS EVERYWHERE

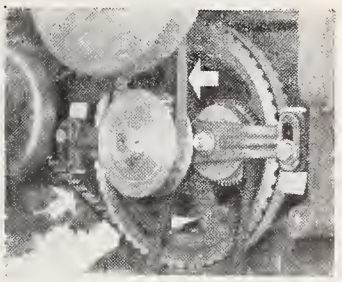
FOR THE STEREOPHONIC ERA there is a new, complete and thoroughly proved Westrex line of theatre sound systems for multi-channel magnetic (such as CinemaScope), multi-channel photographic (such as Perspecta Sound), and single channel reproduction (standard photographic). When these modern systems are installed, adjusted and serviced by Westrex Corporation engineers, finest performance and lowest overall cost are definitely assured...Write today for complete information about the particular system in which you are interested.



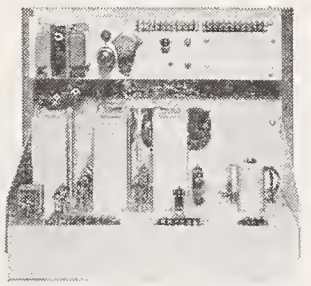
THE WESTREX R9 Stereophonic Reproducer (Magnetic) and R7 Photographic Reproducer.



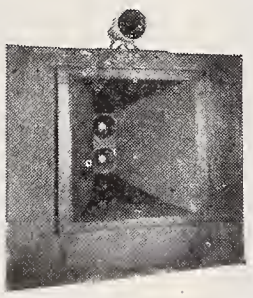
R9 STEREOPHONIC REPRODUCER (Magnetic) brings you the Academy Award winning hydro flutter suppressor, a tight film loop, and double flywheels.



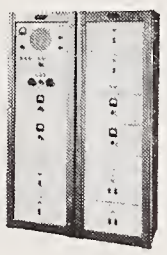
R7 PHOTOGRAPHIC REPRODUCER gives unsurpassed reproduction from variable area and density prints. Special noiseless timing belts are an exclusive feature . . . will not slip or stretch.



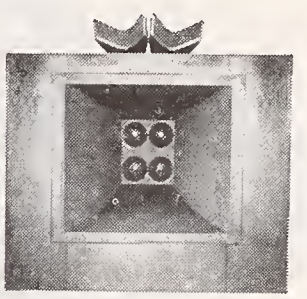
THIS INTEGRATOR is essential for Perspecta Sound multi-channel reproduction from a standard photographic soundtrack on which control frequencies have been superimposed.



THE WESTREX T501A Stage Loudspeaker Assembly features the newly designed Acoustic Lens.



THE WESTREX AMPLIFIER CABINETS can provide up to four channels for either magnetic or photographic reproduction.



THE WESTREX T502B Stage Loudspeaker Assembly was designed for larger motion picture theatres.

Westrex Corporation

RESEARCH, DISTRIBUTION AND SERVICE FOR THE MOTION PICTURE INDUSTRY

111 Eighth Avenue, New York 11, N. Y.
Hollywood Division: 6601 Romaine Street, Hollywood 38, Calif.

FORMERLY WESTERN ELECTRIC EXPORT CORPORATION

Pictures Here and on the Way with Perspecta

FIVE PICTURE companies — Paramount, M-G-M, Warner Bros., United Artists and Columbia—have 36 CinemaScope, VistaVision or standard wide-screen features completed or in preparation for domestic and foreign distribution utilizing Perspecta Sound, with three of these top films currently on Broadway.

Fifteen of these films are produced in CinemaScope, eight are photographed in the VistaVision process, the rest are standard.

Paramount has announced that all VistaVision product will be released with Perspecta Sound, but of the 13 films, eight of them in VistaVision, one has been set for distribution with standard sound, with four others under consideration. The eight Paramount VistaVision releases are:

"White Christmas," Irving Berlin's musical currently at the Radio City Music Hall here, starring Bing Crosby, Danny Kaye, Vera-Ellen and Rosemary Clooney.

"Three-Ring Circus," with Dean Martin and Jerry Lewis.

"Strategic Air Command," with James Stewart.

"Eddie Foy and the 7 Little Foys," starring Bob Hope.

Others are **"Love Is a Weapon," "Run for Cover," "To Catch a Thief,"** the latter starring Cary Grant"; and **"We're No Angels,"** starring Humphrey Bogart and Joan Bennett.

"The Country Girl," with Bing Crosby, William Holden and Grace Kelly, will definitely be released by Paramount in standard sound, but the distribution company is undecided as to the sound track for **"The Bridges of Toko-Ri," "Mambo," "The Conquest of Space,"** and **"Ulysses."**

James Mason and Judy Garland in Warners' "A Star Is Born."

Scene of MGM CinemaScope film, "Jupiter's Darling," starring Esther Williams and Howard Keel.

"Strategic Air Command" is a Paramount production in VistaVision, starring James Stewart.

From MGM's "Last Time I Saw Paris."

The latter four films are standard wide-screen productions.

United Artists' sole release, **"The Barefoot Contessa,"** currently at the Capitol theatre here, starring Ava Gardner, Humphrey Bogart and Edmund O'Brien, carries Perspecta sound signals.

Five Warner Brothers productions, all in CinemaScope with Perspecta sound, are currently playing broadway houses or the major theatre circuits of the U.S. The films are:

"A Star Is Born," with Judy Garland and James Mason.

"King Richard and the Crusaders," with Rex Harrison and Virginia Mayo.

"Ring of Fear," a Mickey Spillane and Clyde Beatty vehicle.

"The High and the Mighty," with John Wayne, Claire Trevor and Laraine Day.

"Lucky Me," starring Doris Day and Robert Cummings.

M-G-M product currently in release and planned for the immediate or near future, all have Perspecta sound tracks. Product of the company which has been shown on Broadway or on the major circuits are:

"Seven Brides for Seven Brothers," in CinemaScope.

"Brigadoon," in CinemaScope, with Gene Kelly, Van Johnson and Cyd Charisse.

"Betrayed," with Clark Gable, Lana Turner.

"Beau Brummel," currently at the Loew's State here, with Stewart Granger and Elizabeth Taylor in the starring roles.

Other M-G-M productions to have Perspecta sound are:

"Athena," in Eastman color, with Jane Powell, Edmund Purdom, Vic Damone and Debbie Reynolds.

"Crest of the Wave," with Gene Kelly.

"Deep in My Heart," in Eastman color, with Jose Ferrer,

(*Continued on page* 12)

NOW AVAILABLE

FOR IMMEDIATE DELIVERY

THE ONLY COMPLETE

STEREOPHONIC SOUND INTEGRATOR

. . . complete in every respect at a price
lower than any other model

PERSPECTA STEREOPHONIC SOUND

THE NEW STELMA

STEREOPHONIC SOUND SYSTEM THAT IS INTERCHANGEABLE WITH OPTICAL OR MAGNETIC SOUND EQUIPMENT

PARAMOUNT (VISTAVISION) — MGM — WARNERS

ARE RECORDED IN PERSPECTA SOUND

STELMA PERSPECTA INTEGRATORS have been fully tested and approved for field use by C. Robert Fine, inventor and President of Perspecta Sound, Inc.

STELMA PERSPECTA INTEGRATORS are completely interchangeable with single optical and magnetic sound tracks. A simple to operate 3-way switch is available at small extra cost. The integrator comes complete at no additional charge over minimum price, although it includes power, input transformer, pre-amplifier base and treble equalizers and 3 output balancing controls. Pre-wired in a standard rack if requested. Installation time just a matter of hours.

IMMEDIATE DELIVERY AT LOWEST MANUFACTURERS PRICES

Available only through established equipment dealers

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AMPEX
for Perspecta-Sound
PLUS

The plus you get from Ampex is heavy-duty amplifiers, high fidelity stage speakers and emergency features that protect you from loss of dialogue regardless of failures in any part of any channel.

Among sound engineers Ampex is a name that stands for the best. All sound assemblies are of thoroughly proven design. They have been in extensive use in installations in hundreds of theatres.

And the Perspecta-Sound system you buy from Ampex is a protected investment. At nominal extra cost it can also be used with magnetic sound.

AMPEX
CORPORATION

934 CHARTER STREET
REDWOOD CITY, CALIFORNIA

Perspecta for Better Sound

By SHERMAN M. FAIRCHILD

President of the Fairchild Recording Equipment Company

SHERMAN M. FAIRCHILD

In twenty or more years' experience in the development and manufacture of various kinds of professional-quailty sound recording and reproducing equipment, the Perspecta Stereophonic Sound idea has been one of the more interesting and stimulating projects to watch develop from inception into full stature.

Here is a development that was conceived, developed and has gained acceptance within the short period of one year. This speed of acceptance was, of course, greatly facilitated by the development of wide-screen techniques, which pointed up the advantage of stereophonic sound, and conditions urged that this be at once simple and compatible, and matched to the visual medium.

Due to its simplicity and compatible features, it became immediately apparent that Perspecta Stereophonic Sound would become a dominant factor in the theatre exhibition field. The simplicity of dealing with the already well-established optical sound track in particular has therefore resulted in the early acceptance of Perspecta Sound.

Of course, from the exhibitor's standpoint, oustanding performance as well as dependability and trouble-free operation are of prime importance. The fact that Perspecta Sound meets these qualifications is amply supported by exhibition in 22 countries over a period of many months, and the present usage of Perspecta Sound in the major theatres in the principal cities.

Producer acceptance by a number of motion picture studios in Hollywood is exemplified in terms of product released to date, and also emphasizes the potential the system has for future expansion in terms of more intimate audience participation. Perspecta Sound has all the ingredients necessary to make this outlook certain of realization.

HAIL PERSPECTA!

We are supplying exhibitors with Perspecta Stereophonic Sound. The single track system with Only One Integrator that controls the sound through any three-channel sound system. Be prepared to play all pictures including VistaVision recorded in Perspecta Sound.

Theatre Equipment Specialists

JOE HORNSTEIN, INC.

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Miami, Fla.

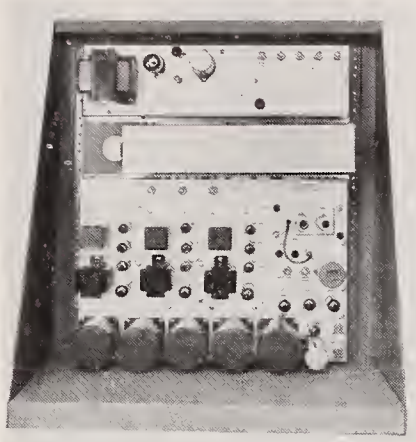
New Perspecta Unit by Stelma

Last August, Stelma, Inc., a major producer of military and commercial communications equipment, received a letter from C. Robert Fine, inventor of the Perspecta sound system, indicating his enthusiastic approval of the new Stelma Perspecta Sound Integrator. Manufactured under license from Perspecta Sound, Inc., the Stelma Integrator and switching equipment represents considerable redesigning to incorporate construction improvements.

In order to provide the exhibitor with a complete all-inclusive unit, Stelma engineers developed one standardized Integrator which contains all of the following features in addition to the basic Integrator:

Input transformer, pre-amplifier, base and treble equalizers to compensate for acoustical variation in theatres, output level equalizers to adjust the input into each power amplifier separately, and higher P.E. cell voltages.

In addition, the Stelma Integrator includes a newly designed band pass filter that has made it possible to lower the cost of the equipment. Also, in order to cut exhibitors' maintenance and installation costs, the Stelma Integrator has been built with vertical type mounting construction. The removal of four screws allows the front panel to be taken out, leaving the complete wiring layout of the Integrator easily accessible to the serviceman.



The Stelma Integrator pictured with panel cover removed.

Stelma Perspecta equipment is a complete assembly in one "package," which includes the Integrator and power supply, sound track selector switches, and master volume control, all mounted and pre-wired with interconnecting cables in a standard open rack 25 inches high.

With the Stelma master volume control, it is pointed out, instead of controlling the volume of the multichannel sound with a multiple-gang volume control (fader), a single fader controls the volume of all channels through a single connection.

...THE FINEST!

PERSPECTA SOUND INTEGRATORS

manufactured by NEWPATHS INC.
a subsidiary of Altec Service Corporation

See your theatre supply dealer now for complete details and delivery.

NEWPATHS INC.
Licensed by Perspecta Sound, Inc.

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NEW...
BETTER... for '55

FAIRCHILD
MODEL 330
PERSPECTA
INTEGRATOR
DESIGNED FOR
EASY COMPLETE INSTALLATION

NEW...
BETTER.. at $885

Including all these features...

- Equalization control
- Channel balance controls
- System gain control
- Preamplification
- Complete power supply

PLUS...
FAIRCHILD'S EXCLUSIVE BAND PASS FILTERS FOR CLEANEST SEPARATION BETWEEN CHANNELS

■ ■ ■

Only Fairchild's 20 years of experience in sound recording . . . Fairchild leadership in design can bring such a superb Perspecta Integrator at so low a price!

MORE THAN 700 THEATRES ARE ALREADY USING FAIRCHILD PERSPECTA INTEGRATORS FOR SINGLE OPTICAL TRACK STEREOPHONIC SOUND!

For full information see your theatre equipment dealer or call, write or wire us!

FAIRCHILD RECORDING EQUIPMENT
THEATRE EQUIPMENT DIVISION • WHITESTONE 57, NEW YORK

Films with Perspecta

(*Continued from page 8*)

Merle Oberon, Helen Trauble.

"Green Fire," in CinemaScope, with Grace Kelly and Stewart Granger.

"Last Time I Saw Paris," in Technicolor, with Van Johnson, Elizabeth Taylor, Donna Reed and Walter Pidgeon.

"Bad Day at Black Rock," in CinemaScope and Eastman color, starring Spencer Tracy.

"The Glass Slipper," in Eastman color.

"Jupiter's Darling," in CinemaScope and Eastman color, starring Esther Williams and Howard Keel.

"Many Rivers to Cross," in CinemaScope and Eastman color, with Robert Taylor and Eleanor Parker.

"The Prodigal," in CinemaScope and Eastman color, with Lana Turner and Edmund Purdom.

The three Columbia CinemaScope pictures—"The Long, Gray Line," starring Tyrone Power and Maureen O'Hara; "Three for the Show," starring Betty Grable and the Champions; and "Violent Men," with Glenn Ford and Barbara Stanwyck, definitely will be released overseas with Perspecta sound tracks, and possibly domestically.

U-I Talent

(*Continued from page 1*)

breaks through to the top as a box-office name, Palmer said.

"With a shortage of leading name players in Hollywood, U-I has had considerable success with its talent development program," the studio officials asserted. The main reason for the lack of top name players is the unavailability of talent when a film is ready for casting, he said.

The U-I talent program will shortly be copied by the other major studios, Palmer said, revealing that the studio's annual show, which is put on by the youngsters in the program, has received much acclaim and recognition in Hollywood and that a television network has offered to assume all financial burdens if U-I will allow the talent show to be aired.

Searching for 'Magdalene'

Palmer, along with Maurice Bergman, U-I Eastern studio representative, has been conducting a world-wide search for a girl to portray Mary Magdalene in Universal's forthcoming production of "The Galileans," After a long European search, U-I has imported Gia Scala of Italy, Nicole Maurey of France and Myriam Verbeck of Belgium to screen test for the role.

TV Has Aided Films, Shea Tells Circuit's Managers

By Staff Correspondent

PITTSBURGH, Oct. 26.—Television, which was once considered the arch enemy of the motion picture industry, has proved itself invaluable in the promotion of Hollywood films, according to Gerald Shea, president of the Shea Circuit, who is presiding over a two-day managers meeting in the Hotel Roosevelt here. Addressing 40 Shea personnel and guests from New Hampshire, Massachusetts, New York, Ohio and Pennsylvania, Shea called upon them to sell their merchandise with basic showmanship and to forget their complacency induced by improved business since last June. He attributed the better business to the improved film product and the strong effort in pre-selling pictures, especially through concentrated TV campaigns.

Shea was lavish in his praise of CinemaScope, which he said has more than justified itself in its first year. All 54 Shea houses are now equipped with CinemaScope and stereophonic or optical sound. He declared:

"CinemaScope has given the industry its first new look since 1931, it's like a new Cadillac."

Other speakers were Thomas Shea, circuit vice-president; Ray Smith, circuit booker and buyer; William Gehring, 20th Century-Fox executive assistant general sales manager; Ray Showe and Phil Lowe, who discussed vending problems; Harold Hoffman, Shea operating engineer, and Bernie Hickey, Fulton manager.

The group previewed, "White Christmas," "Phffft," "The Black Widow" and "Carmen Jones." They stayed on for M-G-M's "ticket selling workshop" Thursday.

New Firm

(*Continued from page 1*)

exhibitor who recently began to expand his motion picture interests. Last August Goldman formed, with Paul Gregory, the motion picture and legitimate play company called Gregory-Goldman Enterprises, Inc. Zimmerman, former RKO vice-president and general counsel, is also active in this company as a director and vice-president.

Snyder, importer of "The Emperor's Nightingale" and "White Mane," has provided a number of films for TV's "Omnibus" and "Adventure." He will be responsible for the acquisition of new product and its preparation for the American market. Zimmerman will act in a general advisory capacity and supervise distribution.

Parker Republic's Boston Manager

BOSTON, Oct. 26.—Judson Parker has been appointed branch manager for Republic Pictures here, replacing Herbert Schaefer, who resigned to join Buena Vista in this territory.

Parker, who entered the industry in 1938, has been with Warners, United Artists, Universal and more recently head booker and salesman for Screen Guild Productions. He assumes his new position on Nov. 1.

Old Col. Films

(*Continued from page 1*)

back 15 years or more with some of the Westerns starring Wild Bill Elliott and Russell Hayden, a former cohort of Hopalong Cassidy.

Cohn, in explaining the disposal of the films, said: "This in no way alters our company's policy of not releasing our features for television showing. The cartoons and Westerns which we just disposed of have long since outlived their theatrical value. They have no further potential for re-issues."

Hygo, a company which has been selling old feature films for TV usage, paid $300,000 in April to Chesapeake Industries for 10 Eagle Lion feature productions.

Suiter Promoted

Lyman E. G. Suiter has been promoted to general plant manager of Fairchild Recording Equipment Co., and will be responsible for all production activities within the plant.

National Pre-Selling

"Life's" issue on the newsstands tomorrow has devoted the front page to Dorothy Dandridge, star of "Carmen Jones." A preview of "Carmen Jones" and a personality story of the star also appears in the issue. "Life" reports that their circulation for the first six months of this year has hit an all time high, 5,615,075.

•

"Woman's Home Companion's" family-approved movies for November are: "White Christmas," "The Detective," "Aida," "Suddenly," "Rogue Cop," "Ugetsu," "Bread, Love and Dreams" and "The Egyptian."

•

"Look," has devoted three pages in the current issue to photos of Katharine Hepburn on location for UA's "Summertime," in Venice. The series of photos shows her toppling backward into the Grand Canal, a stunt to make any Venetian blanch. The "Summertime" company worked along Venice's congested canals and streets for two weeks at the height of the tourist season.

•

Ruth Harbert of "Good Housekeeping" has developed a new format for her "Assignment in Hollywood" department, which is inaugurated in the November issue. She has chosen three films to preview in the issue, spotlighting one picture,—"The Long Gray Line." She explains the story line of this picture is based on the first Army-Notre Dame football game, that took place in 1913, which incidentally Notre Dame won by a score of 35 to 13.

•

A special two-page photo-feature in the November issue of "Seventeen" alerts readers to the new "Cinerama Holiday," produced by Louis de Rochemont. Fourteen scenes from the sight-seeing movie are pictured in the magazine, including views of Manhattan, Paris and Zurich. "Cinerama Holiday" will take its audience on the trip to France, the Swiss Alps and around our amazing country, says "Seventeen's" entertainment editor, Ed Miller.

WALTER HAAS

Allied to Show Its New Sound System

(*Continued from page 1*)

systems now available, Marcus said, adding that small town exhibitors will be able to save up to $750 on installations, and larger installations will reap savings up to $1,500.

The new stereophonic system has been in the development stage for the past nine months under engineering specifications and supervision furnished by Allied to a leading electronics manufacturing company, the name of which Marcus preferred to withhold at this time. The deal covering the system has been consummated but will be submitted to Allied's newly formed Emergency Defense Committee for approval. The EDC has the power to act upon and advise the national Allied board without waiting for formal presentation, and consists of all regional vice-presidents.

In following through on its equipment plan, Marcus said, Allied will continue to explore any new developments so that all exhibitors can take advantage of equipment innovations at prices which will conform with "economy of purpose." He revealed that an established optical manufacturing company is currently developing an anamorphic as well as standard lens which will be marketed at 40-to-50 per cent savings over other established brands.

Outlines Distribution Plan

In pursuing this equipment phase of exhibitor problems, Marcus was emphatic in his desire for all exhibitors to be able to take advantage of Allied's efforts in keeping costs at a minimum. Questioned on distribution plans for Allied States equipment, he explained that Allied will act as a national distributor, with established franchise dealers being delegated to distribute in close cooperation with local Allied units.

Marcus revealed he has been meeting with several top producers on proposals for Allied backing of film production projects, and that he will discuss these with Allied's EDC in an effort to encourage more independent sources of product than those already being developed by Hal R. Makelim and Fred Schwartz.

Lauds D.C.A.

Marcus said he views Fred Schwartz' Distributors Corporation of America as typical of type that can provide a solution to the product-scarcity problem, and admitted his personal financial and moral support to DCA, which he said he hoped would encourage similar projects by other reliable groups.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 83 NEW YORK, U. S. A., THURSDAY, OCTOBER 28, 1954 TEN CENTS

Strong Plea

ExhibitorUnity Stressed Here By Pat McGee

Makes Pitch for Single Theatre Association

A strong plea for "unity of all exhibitor groups" was issued here yesterday by Pat McGee, vice-president of Theatre Owners of America.

McGee, stressing that he was speaking as an individual rather that for TOA, declared that "if the rank and file members had their say they would be together" in one exhibitor organization.

McGee declined direct comment on Allied president Ben Marcus' unity appeal, but he made it clear how he personally felt on the issue of exhibitors being affiliated with a number of trade associations rather than one. McGee will be the keynote speaker at the TOA convention in Chicago, which gets under way on Sunday.

He said since divorcement took place in the industry, all reasons for

(*Continued on page 6*)

JDA in Tribute To Industry Press

More than 200 exhibition and distribution executives paid tribute to the trade press for "distinguished services in behalf of human rights," at a Joint Defense Appeal testimonial luncheon yesterday at the Hotel Sheraton Astor here.

Kim Novak, Columbia Pictures' starlet now appearing in "Pushover" and "Phffft," presented representatives of 10 industry trade journals with "symbols of esteem." Publications receiving the plaques were "Motion Picture Daily," "Motion Picture Herald," "The Billboard," "Boxoffice," "Exhibitor," "Film Bulletin," "Film

(*Continued on page 6*)

Local 306 Picketing Injunction Vacated

A temporary injunction restraining Local 306 from picketing the Fair Theatre, Queens, was set aside yesterday by Queens Supreme Court Judge Stoddard following a hearing on an application by the theatre to have the injunction made permanent. The court indicated the application would be denied, Herman Gelber of Local 306 said.

The local contended the temporary

(*Continued on page 6*)

'SELLING WORKSHOP' OF M-G-M STARTS TODAY IN PITTSBURGH

PITTSBURGH, Oct. 27.—M-G-M's initial "Ticket Selling Workshop," to be held at the William Penn Hotel tomorrow, here, will be attended by more than 300 theatre owners, managers and executives, according to a tally of acceptances received by John J. Maloney, M-G-M central division sales manager, who will act as host, assisted by other members of his staff including Ralph W. Pielow, branch manager; Max Shabason, assistant manager; "Irv" Jacobs, Ed Moriarty and Bob Clark, salesmen. It

Mike Simons

was 12 years and eight days ago that M-G-M held its "Exhibitor Forum" in the same ballroom. It was the last in the inaugural series and was attended by numerous faces still active in local Film Row.

Mike Simons, in charge of customer relations for the film company, has been here the past two days finalizing plans for the first forum, designed to improve business at the box office, with exhibitors in the territory participating in suggestions and ideas to further this endeavor. Emery Austin, exploitation manager for the company, arrived last night by plane to coor-

(*Continued on page 6*)

26 Terrytoons in All Media by Fox

A program of 26 Terrytoons, all in color and suitable for standard, wide screen and projection through CinemaScope's anamorphic lens, will be released by 20th Century-Fox during 1955, Lem Jones, short subjects sales manager, announced yesterday.

Of the 26 subjects, 13 will be new and 13 Terrytoon Toppers, cartoons being brought back into release. The lineup will feature the Terry Bears, Little Roquefort, Phony Baloney, and

(*Continued on page 5*)

Releasing Unit Set By Coast Exhibitor

By Staff Correspondent

HOLLYWOOD, Oct. 27.—James H. Nicholson, longtime Los Angeles exhibitor, has announced the formation of American Releasing Corp., with 28 exchanges in the United States, and four Palo Alto productions topping the first year's release schedule.

ARC president and general sales manager Nicholson made his announcement in conjunction with a

(*Continued on page 5*)

Favor Arbitration

Opinions Vary on Proposal For Government Regulation

Mixed opinions as to the advisability of pursuing Allied States Association's proposal for industry regulation by the Federal Trade Commission as a public utility continue to be received from exhibitors, large and small, but the over-all consensus appears to be in opposition to the project. Most exhibitors who were interviewed by *Motion Picture Daily* field correspondents have strengthened their beliefs in arbitration as a means of settling many of the industry problems.

Typical of the comments obtained are as follows:

Abe Blumenfeld, Blumenfeld Theatres, San Francisco: "In my opinion, it would be detrimental to the over-all industry picture and I am unalterably opposed to asking government intervention. Of course, the cost of new wide-screen installations has added a

(*Continued on page 5*)

'Disneyland' Opens Over ABC-TV Web

Walt Disney's initial television venture, "Disneyland," which bowed last evening over the TV facilities of the American network, promises much in entertainment value for children and adult audiences, with "Disneyland" future shows providing a full hour of enchantment. Those tuned in were informed by Disney what future shows will contain. They will be titled "Ad-

(*Continued on page 5*)

Need Moral Balance

Shurlock Says Mature-Theme GrowthNatural

Can Be Handled Within The Production Code

By MURRAY HOROWITZ

The growth in the number of films with mature themes was termed "natural" here yesterday by Geoffrey Shurlock, newly-appointed administrator for the Production Code Administration.

Shurlock, here on PCA business from the Coast, expressed his conviction that mature themes can be handled within the Production Code, pointing to such pictures as "On the Waterfront" and "Streetcar Named Desire."

The growth in the number of films with mature themes, he explained, stems from the experience over the past three years in which films with such themes have been found to be acceptable to the entire family. He cautioned that all films need a "reasonable moral balance."

In one of his first interviews with the trade press since his promotion to the post of administrator, Shurlock

(*Continued on page 6*)

GPE Sales and Net Up in 3rd Quarter

Consolidated sales and net earnings of General Precision Equipment Corp. for both the third quarter and the first nine months of 1954 increased over similar periods of 1953, Hermann G. Place, president, reported yesterday.

Consolidated net sales for the three months ended Sept. 30, were $31,141,460, a rise of 45 per cent over the $21,391,405 reported for the same period of 1953. Net profit, after adjustment for minority interest, was

(*Continued on page 6*)

Services Today for Col.'s Oscar Ruby

CLEVELAND, O., Oct. 27.—Oscar Ruby, 57, for approximately 20 years Columbia branch manager in Milwaukee and for the past 10 years in Cleveland, died yesterday in University Hospital of lung cancer. Funeral services will be held tomorrow in Temple Memorial Home, with burial in Youngstown. Parents, wife, son and grandchild survive.

Personal Mention

HAL WALLIS, of Wallis-Hazen Productions, has arrived here from Hollywood.

•

MIKE SIMONS, in charge of exhibitor relations for M-G-M, and EMERY AUSTIN, director of exploitation, will return to New York tomorrow from Pittsburgh.

•

JAMES SAPHIER, talent executive, and CHARLES GOLDNER, actor, will leave here today for London via B.O.A.C. Monarch.

•

CAPT. I. R. MAXWELL, chairman of the board of Harmony Films, left here for London yesterday via B.O.A.C.

•

NICHOLAS NAYFACK, producer, and JOHN STURGES, director, will leave New York at the weekend for Hollywood.

•

WILLIAM E. KOLLMEYER, formerly manager of the Westrex Corp. branch in India, has arrived in New York from there.

•

CI BARTLETT, producer, and JACK HYLTON, agent, have arrived here from London.

•

SID BLUMENSTOCK, Paramount advertising manager, will return to New York today from Washington.

•

ROBERT ALDRICH, director, arrived in New York yesterday from the Coast.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, is in Philadelphia from New York.

•

PATRICIA MEDINA has arrived here from the Coast.

Sidney Bell to Coast For National Screen

Sidney C. Bell, head of the contract department of National Screen Service, is transfering his activities to the NSS Hollywood studios, where he will represent the company in television film commercial sales, it was announced by Herman Robbins, president of National Screen.

Bell, with National Screen for the past seven years in contracts and sales, will be guest of honor at a luncheon of his company associates at Toots Shor's today. Bell leaves for the coast on Friday.

Roxy Dividend

HOLLYWOOD, Oct. 27.—A quarterly cash dividend of 37½ cents per share was declared yesterday on outstanding preferred stock of Roxy Theatres, Inc., payable Dec. 1 to stockholders of record on Nov. 17.

Chicago Bow for 'Fate'

United Artists' "Twist of Fate," starring Ginger Rogers, will have its American premiere at the Monroe Theatre in Chicago on Nov. 10.

U.S. Grants Patent To Chromatic Tube

WASHINGTON, Oct. 27. — The U. S. Patent Office has granted to Dr. Ernest Lawrence a patent covering his basic invention of the Chromatic color television picture tube which is controlled by Paramount.

To Discuss NCCJ Drive Here Nov. 9

John H. Harris, national chairman of the amusements division for the 1954-55 drive of the National Conference of Christians and Jews, will discuss plans for the forthcoming drive at a luncheon-press conference to be held at the Waldorf Astoria Hotel on Nov. 9.

The luncheon program also will include the presentation of a plaque to Emanuel Frisch by the National Conference in tribute for his services in last year's drive, as amusement division campaign chairman.

J. Robert Rubin is general chairman of the amusements' division for the National Conference of Christians and Jews.

'Carmen' Opening To Draw Stars

Dorothy Dandridge, Pearl Bailey, Olga James and Joe Adams will be among the show business personalities and noted figures in attendance at the world premiere of 20th Century-Fox's CinemaScope presentation, "Carmen Jones," at the Rivoli Theatre tonight.

Among the guests at the opening of Otto Preminger's production of Oscar Hammerstein's musical, will be Ethel Merman, Janice Rule, Judy Holliday, Peggy Ann Garner, Lena Horne, Joe Mankiewicz, Abe Burrows, Anna Rosenberg, Michael Todd, Moss Hart, Judge Samuel Rosenman, Congressman Adam Clayton Powell, Hazel Scott, Hermione Gingold, Count Basie and Sammy Davis, Jr.

Also at the affair will be Jessie Royce Landis, Sam and Bella Spewack, Billy DeWolfe, Red Buttons, Wild Bill Davison, Steve Allen, Robert Q. Lewis, Mindy Carson, Morey Amsterdam, Deems Taylor, and Bennett Cerf.

The Carmen Jones rose, grown by I. W. Bianchi Greenhouses, East Patchogue, L. I., for the world premiere of the 20th Century-Fox production will be presented to women guests attending the premiere.

Harding, Exhibitor In Kansas, Is Dead

KANSAS CITY, Oct. 27.—David H. Harding, formerly an exhibitor in the Midwest, is dead here at the age of 77. He and his brother, Samuel, once owned the Doric Theatre. David Harding had been secretary-treasurer of Capitol Enterprises, operating 24 theatres in the Midwest in the twenties. He also had built the Liberty Theatre, now the Roxy, in downtown Kansas City. He is survived by his wife, two sons and a daughter.

MGM's Int'l Revue To Run 3-4 Hours

HOLLYWOOD, Oct. 27.—Production by M-G-M of "The International Revue," with a cast which will include not only all of the studio's top stars, but leading singers and dancers of many countries, was announced by the studio head Dore Schary. The project is said to have the support of Arthur Loew, of Loew's International Corp.

Director George Sidney and producer Joe Pasternak have been working on the project for some time. Fifty-six M-G-M representatives all over the globe have filled out comprehensive questionnaires, listing each country's most colorful backgrounds, national events, artists known and unknown on the screen.

More Than a Year to Make

The film is planned for a running time of from three to four hours, and will require more than a year to film. Sidney will leave in the near future on a world tour to select locales, and interview singers, dancers, musicians and other talent in forty countries.

Leslie Caron will star in a Paris sequence; Gene Kelly in an Irish number and Esther Williams may have the Panama Canal as a swimming pool. Others definitely set to star include Howard Keel, Cyd Charisse, Debbie Reynolds, Jane Powell, Robert Taylor, Pier Angeli, Ann Miller, Walter Pidgeon, Vic Damone and Taina Elg.

The picture will have a story with Leonard Spigelgass writing the screenplay, tying together the best of the world's entertainment.

Leavitt ASCAP Detroit Area Mgr.

The appointment of David Leavitt as the new district manager of the ASCAP office in Detroit was announced by J. M. Collins, sales manager.

Leavitt has been associated with the Society for seven years. During this time he has been operating as a field representative in the Boston office. From 1942 to 1946 he served in the Quartermaster Corps of the United States Army and was honorably discharged as a major.

The law firm of Grosner & Burak, which has represented the Society for many years, will remain as counsel in the Michigan territory.

'Hansel' to Open During Holidays

RKO will open "Hansel and Gretel" on the first day of the Christmas holiday vacation in key cities, it was announced yesterday by Walter Branson, world-wide sales manager.

During the first two weeks of its world premiere run at the Broadway Theatre, N. Y., the Michael Myerberg production outgrossed every other house on Broadway except the Radio City Music Hall and the Paramount, RKO asserted.

A six-month test by the National Biscuit Co., which is introducing a new cookie package called "Hansel and Gretl," revealed, Myerberg relayed, that the "title has sold more merchandise than any other titled merchandise."

Geo. Schenck Heads Albany Variety Club; Jackter First Asst.

ALBANY, Oct. 27.—The Albany Variety Club has a new set of officers, headed by George H. Schenck as chief barker. Schenck, Tri-State Automatic Candy Corp. branch manager since 1946, former Warner Theatre manager in Elmira and assistant manager in Utica and Syracuse, took office as soon as the crew elected him. He was property master two years ago.

Norman Jackter, Columbia branch manager, was chosen first assistant chief barker, and Jack Goldberg, Metro resident manager, second assistant chief barker.

Lewis A. Sumberg, an attorney with film connections, was elected property master, while Sidney Urbach, certified public accountant, also with an industry affiliation, was voted chief dough guy.

Take Office at Once

The new officers assumed control immediately, because the crew and Variety Club members deemed it advisable for them to draft plans for the annual Denial Drive to aid Camp Thatcher. This campaign will be conducted during the month of November, with a target of $13,000.

Jackter was appointed campaign coordinator. Irwin Ullman, Mohawk drive-in manager, was selected as special events collection chairman, and Arthur Green, as distributor chairman.

Elect Bialek Head Of Conn. Allied

HARTFORD, Oct. 27.—Norman Bialek of the Sampson-Spodick-Bialek Theatres has been elected president of Allied Theatre Owners of Connecticut, succeeding Dr. Jack Fishman, of the Fishman Theatres, who becomes a director.

Others named were: Vice-presidents, Maurice W. Shulman, Shulman Theatres; Seymour Levine, Bowl Drive-in, West Haven; Michael Alperin, Hartford Theatres Circuit; and Jack Post, Fishman Theatres; secretary, attorney Maxwell Alderman; treasurer, Joseph Shulman, Shulman Theatres; directors, the officers, Doctor Fishman, and Maurice Bailey, Bailey Theatres; Robert Elliano, Colonial, Walnut Beach; and Barney Tarantul, Burnside Theatres Corp.

Three Talks Slated By MGM for Murphy

George Murphy, as representative of M-G-M, will fill three speaking engagements, the first on Nov. 15 at the annual convention of the Theatre Owners of North and South Carolina to be held at the Hotel Charlotte, in Charlotte.

The second will be at the Motion Picture Pioneers dinner to be held here Nov. 17 at the Waldorf Astoria, which will be followed on Nov. 22 by a talk to be delivered at the annual convention of the Florida Theatre Owners at the Roosevelt Hotel, Jacksonville.

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"WHITE CHRISTMAS" GROSSES ARE DAZZLING THE INDUSTRY!

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VISTAVISION

Motion Picture Daily Feature Reviews

"Black Widow"

(20th Century-Fox)
(CinemaScope)

THE tension of a taut murder mystery has been caught by the CinemaScope camera in Nunnally Johnson's production of "Black Widow," a film in which suspense is served up on a heaping platter. It is a smartly-paced melodrama which should remain comfortably inside the understanding and comprehension of the average patron. Offering entertainment from plausible script, this de luxe color picture should command high grosses at the nation's box-offices. The top-notch cast of Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner and Reginald Gardiner keep the story moving swiftly.

Heflin and Miss Tierney are a prominent couple, much in love, who derive their earnings from the legitimate stage, he as a producer and she as a performer. Miss Rogers is the star of Heflin's stage presentation while Gardiner basks in her limelight as the husband who is dominated by the wife's prominence and who eventually seeks love and understanding somewhere else. In this case, Gardiner enters into an affair with Miss Garner, who portrays a young, innocent girl, who has a purpose. Raft is the police officer who turns the suicide angle into murder, thus changing the lives of all the others.

While Miss Tierney is away for a period visiting her ailing mother, Heflin meets Miss Garner, an aspiring writer, at a cocktail party thrown by Miss Rogers. A short time later, Heflin allows the young writer to move into his apartment as the premises provide the proper environment for Miss Garner's budding career. The story really begins when Heflin and Miss Tierney return from the airport to their home and discover Miss Garner's body hanging in the bedroom, an apparent suicide.

Raft here enters the picture, as the investigating officer, and as he questions and probes about into the lives of the others, Heflin looms more and more as the cause of Miss Garner's suicide, but the producer maintains his innocence, despite the mounting circumstantial evidence, and strikes out on his own to solve the suicide which has turned into murder. Johnson, the producer and director, at this point interjects flashbacks as Heflin seeks to find the real criminal and the suspense and tension mount, keeping the viewer on edge. The real killer is discovered by Raft after he breaks in on a conversation among the principals.

Others in the cast are Virginia Leith, Otto Kruger, Cathleen Nesbitt, Skip Homeier and Hilda Simms. Johnson wrote the screenplay from a story by Patrick Quentin.

Running time, 95 minutes. General audience classification. Release, in November.

LESTER DINOFF

"The Steel Cage"

Swarttz-Doniger (United Artists)

"HUMOR, Freedom and a Purpose in Life." These are the three goals sought by all prisoners, says Clinton T. Duffy, warden of San Quentin Prison and author of "Duffy of San Quentin." It mirrors another segment in the life of the famous penologist—played here by Paul Kelly—and results in another feature on this theme with excellent box-office potentialities. Co-produced by Berman Swarttz and Walter Doniger, who several months ago released "Duffy of San Quentin," the film is divided into three parts, telling three unrelated stories. Thus there is an episode dramatizing each.

The first one, called "The Chef," features Walter Slezak as a famous cook whose violent temper puts him behind bars. His cooking is such a treat that the other prisoners frame him back into jail when he is paroled. Slezak gets his revenge and the whole sequence is played for laughs, which are intermittent. It's pleasantly innocuous.

"The Hostages" is the title of the second episode and it's the least successful of the trio mainly because it tells a tale told so often in prison pictures. John Ireland and Lawrence Tierney play two hardened criminals who plan a break. Involved are Ireland's kid brother who is due for release soon and two prison board officials who are held as hostages. An internal crisis among the men provides their downfall. Although inherently the most exciting, it is depicted listlessly.

The best of all is, appropriately, the climax, "The Face." Herein a young priest comes to San Quentin and is beset by many problems. He must overcome his own prejudice towards the prisoners, yet help murderers and thieves regain their lost faith. The protagonist is an artist, intelligent and sacrilegious, who is repainting the prison chapel's copy of "The Last Supper." The faces on the painting become the faces of the inmates and through each other, the priest and the artist learn a better understanding of man and mankind. The sequence is quite moving. It is extremely well acted by Arthur Franz as the priest and Kenneth Tobey as the artist.

"The Steel Cage" is an offbeat prison picture that should appeal, strangely enough, mainly to the non-action fan. Doniger directed all three sequences, with the writing divided among many. Oliver Crawford wrote the screenplay for the first from a story by the producers. The latter did the screenplay for the second and Guy Trosper the third from a story by Scott Littleton. The whole was based on the book "The San Quentin Story" by Duffy and Dean Jennings.

Kelly is properly forceful as Warden Duffy while Maureen O'Sullivan appears briefly as Mrs. Duffy.

Prominent among a large and competent supporting cast are Alan Mowbray, George E. Stone, Lyle Talbot, Elizabeth Frazer, Stanley Andrews, Morris Ankrum and Don Beddoe.

Running time, 80 minutes. General audience classification. Release date not set.

"Operation Manhunt"

(MPTV-United Artists)

BASED on the actual experiences of ex-Russian code clerk Igor Gouzenko, "Operation Manhunt" is a documentary film made in its entirety in Canada and should please most types of audiences inasmuch as democracy in action is shown in contrast to the totalitarian methods of existence. Producer Fred Feldkamp, in order to protect Gouzenko's new identity and whereabouts, has altered the characters, incidents and locations in line with the Canadian government's security requirements.

Audiences will recall the 1945 newspaper headlines concerning Gouzenko, a Soviet government representative in Canada, who made a break for freedom with dossiers of information concerning the Russian government's espionage system and network throughout Canada and the U. S., and, in turn, revealing a Soviet spy ring. Although he and his family are living under constant police protection, Gouzenko presently is leading a fairly normal life and is aware that sudden death threatens at any moment.

Residing at a remote farm somewhere in Canada, Gouzenko's principal contact with the "outside world" is through his publisher, Robert Goodier. One day, Goodier informs Gouzenko, who is portrayed in this film by Harry Townes, that he received a letter from someone in the Russian Embassy in Ottawa stating that the writer wants to break with the Soviets, as Gouzenko did, but first wants to be sure that he will be as free as Gouzenko.

Considering all the angles concerning the writer, Gouzenko meets with his publisher and the police, setting up plans whereby the man in question, who is portrayed by Jacques Aubuchon, an MVD agent imported from Russia for the task of murdering Gouzenko, will be closely watched and apprehended if necessary. A meeting is arranged and instead of killing Gouzenko, the MVD agent, who had for 10 years awaited his opportunity to break with the Soviets, reveals himself and turns over a list of all spies still operating in Canada.

Others in the cast are Irja Jensen, who portrays the ex-code clerk's wife, Albert Miller, Will Kuluva, Ovila Legara and Caren Shaffer and Kenneth Wolfe. This film was produced by Feldkamp and directed by Jack Alexander from a screenplay by Paul Monash.

Running time, 77 minutes. General audience classification. Release, in October.

L. D.

"Ricochet Romance"

(Universal-International)

THE fans of Ma Kettle and Francis will not be let down in this uninhibited farce which finds Marjorie Main and Chill Wills joining forces.

They receive excellent support from Pedro Gonzales-Gonzales and Alfonso Bedoya who provide a great deal of the fun with their south-of-the-border accents and tom-foolery.

Wills is seen as a dude ranch owner whose penchant for magic tricks interferes with the running of the ranch. Miss Main is his sardonic new cook who helps straighten out his romantic entanglements. Benay Venuta is the gold-digging waitress who sets her sights on Wills but changes her mind, if not her tactics, when she discovers one of the guests to be a millionaire bachelor.

Director Charles Lamont, an old hand at this sort of thing, never aims for subtlety, just the funnybone. Everything from a pie-in-the-face to pratfalls are present and they all fit snugly into the wacky proceedings. Certainly none of the characters could ever be called conventional. Bedoya and Gonzales-Gonzales, two ranch hands, have penchants for the stock market and women's fashions. Rudy Vallee, seen in his by-now famous role of the fussy millionaire, never stops eating and Irene Ryan plays a guest who is constantly milking the cows. This potpourri of merriment is certainly not for the sophisticated, but most others should find it a good gloomchaser.

The picture was produced by Robert Arthur and Richard Wilson with Kay Lenard doing both the story and screenplay. Several songs are heard briefly including the popular title tune.

Others in the cast include Ruth Hampton, Judith Ames, Darryl Hickman, Lee Aaker, Phillip Tonge and Phillip Chambers.

Running time, 80 minutes. General audience classification. For November release.

Vitapix, Guild Films In Working Tieup

Vitapix Corp. and Guild Films Co., Inc. have entered into an agreement for close working relations between them in their respective fields in television, according to an announcement by Frank E. Mullen, president of Vitapix, and Reub Kaufman, president of Guild Films.

Under the agreement, all film production, sales and distribution, traffic, and service functions of the two companies will be performed by Guild Films, while Vitapix will concentrate its activities on station relations, time and program research, and time clearance for national spot programs.

NE Tent to Salute 'New Faces' Nov. 9

BOSTON, Oct. 27.—The Variety Clubs of New England will honor "New Faces in New Positions" at a Hotel Bradford luncheon on Nov. 9, it was announced here by Chief Barker Walter Brown.

Chairman of the luncheon will be M-G-M's Beau Rosenwald. Guests of honor are: James Connelly, John Feloney, 20th Century-Fox; Joseph Gins, Universal; Francis Dervin, RKO; Herbert Schaefer, Walt Disney; Ralph Iannuzzi, Warner Brothers; John Moore, Jack Brown, Paramount; William Madden, M-G-M; Judd Parker, Republic.

Terrytoon

(Continued from page 1)

Dim Wit as well as other popular animated characters in the Terrytoon series.

The first 10 Terrytoons to be placed in exhibition next year are "Gandy Goose In Barnyard Actor," "A Yokohama Yankee," "Terry Bears In Duck Fever," "Aesop's Fable — The First Flying Fish," "Little Roquefort In No Sleep for Percy," and Terrytoon Toppers "Dear Old Switzerland," "Swooning The Swooners," "Gandy Goose In It's All In The Stars," "The Two-Headed Giant," and "Smoky."

Releasing Group

(Continued from page 1)

trade press preview of the first Palo Alto production, "The Fast and the Furious," which has John Ireland and Dorothy Malone cast in the starring roles.

Nicholson said: "The national tour from which Roger Corman (Palo Alto producer) and I have just returned proved to us that the average exhibitor continues to find difficulty in securing quality attractions of proper showmanly quality. It is to fill his need that we have created American Releasing Corporation."

Other ARC officers are Samuel Z. Arkoff, vice-president and counsel, and Joseph Moritz, treasurer.

'Disneyland'

(Continued from page 1)

ventureland," "Frontierland," "Fantasyland" and "Tomorrowland."

The Academy-Award-winning producer, in his talk, attributed much of his success to Mickey Mouse, his first cartoon creation, and presented sequences from Mickey Mouse, together with Donald Duck, Goofy and Pluto. A scene from Disney's first CinemaScope feature, "20,000 Leagues Under the Sea," was also shown, along with film clips from "Alice in Wonderland" and "Fantasia."

L. D.

Gimbels in 'Jones' Tieup With 20th

Twentieth Century-Fox and Gimbel Brothers department store are jointly promoting "Carmen Jones" in CinemaScope via a saturation newspaper advertising campaign totaling 10 full pages in five metropolitan papers. The production world premieres tonight at the Rivoli Theatre.

Double-truck advertisements fully crediting the picture and its stars appeared in yesterday's "Journal-American" and "Post" and the campaign follows through today with two-page ads each in the "Daily Mirror," "Times" and "Herald Tribune."

Hoffberg Acquires 'Hon. Mountain'

Hoffberg Productions has been designated Eastern sales agent for the Ray Fielding adventure-travelogue production, "The Honorable Mountain."

Photographed in Japan, the two-reel color picture documents the annual pilgrimage, by the Japanese people, to the top of 12,000 foot Mount Fujiyama, the highest mountain in Japan.

Views on Regulation Vary

(Continued from page 1)

great burden . . . but I believe the only lasting and satisfactory solution is arbitration. It can't be done by an outsider, it can't be done overnight and it certainly can't be done without the full cooperation and support of all concerned. It's up to us to put our own house in order."

David Idzal, managing director, Fox Theatre, Detroit: "There's too much regulation now. We have censorship. Give the government any more hand and there will be a bureau that knows nothing about running the industry. This is not an essential business like making electricity. The anti-trust suits were supposed to solve all problems. The exhibitor is worse off now than he was before. What would be next? Would they regulate grocery stores? Gas stations? The small exhibitor may be in the same position as the small bar operator. For a while they gave everyone a license to sell liquor. So now there are many more bars than can be supported. The exhibitor who is on his toes and knows his job will make out without any more laws to help him. Added regulation will stifle initiative clear back to the producer."

Maurice W. Shulman, Shulman Theatres, Hartford: "I'm in favor of arbitration by all interested parties prior to going to the Federal government. Since divorcement of the major film companies from their theatre properties, there seems to have been an added drive for revenue from exhibition. When an independent exhibitor's source of income reaches the point of no-profit, then it's time to sit down and ask pointedly, 'Where do we go from here?' Distribution and exhibition must live together, and unless arbitration by friendly people is accomplished, we must turn to the government."

Morris Keppner, General Theatres, Hartford: "Conditions have reached impossible areas, and the only source for us today is to turn to the government to straighten out the mess."

Jules Perlmutter, circuit operator, Uptown, N. Y.: "My objection to Federal regulation of film distribution is that you take the industry out of the exhibitors' hands and you give your rights away. I think it will hurt us. I am definitely against Federal regulation. I don't feel that it fits into the picture of private enterprise. I, for one, have been able to work out my own problems very nicely. I don't feel I should be regulated by the Federal government. I have been able to arbitrate my own film rentals. I don't say that I have won out in every situation, but I feel that the give-and-take method has been successful. I don't find any fault with the distributors. I have been given as much as I would want to give anybody else, were the situation reversed."

Morton Gerber, general manager of District Theatres, Washington: "I am opposed to any government intervention and I wouldn't like to see the government running our industry. We should clean our own house."

Sidney Lust, Lust Theatres, Washington: "Government regulation of the industry is not at all necessary and I don't think we should allow the government to run our business. It's only desperate men who are suggesting government control. That's because the distributors are squeezing them too much. The companies and exchanges are taking full advantage of every opportunity. If they'd stop and think, they would realize we've been hanging on by the skin of our teeth. This is one time when we have to work together, and if they put us out of business they won't get film rentals and then where will they be? I see a lot of brightness so let's not kill it."

Robert L. Lippert, Lippert Theatres, and **George M. Mann,** Redwood Theatres, San Francisco: "It is our firm belief that there should be no government interference in any aspect of the industry. We know of no case where any such regulation has done the motion picture business any good. The rapid advances made during recent months, making screen and sound replacements necessary, has undoubtedly worked a financial hardship on some exibitors and this probably accounts for many of the complaints and much of the confusion that now exists. Any major industrial advance requires an adjustment period before all those affected get back on an even keel."

Phillip Corte, Garden Theatre, New Orleans: "As an independent exhibitor operating one theatre, I must support Allied's plan. The current distributor policies must be halted to keep the small exhibitor in business. We were a happy lot when we were relieved of the burden of the amusement tax, but we'll be a sad lot again if distribution's policies are not modified soon."

Coast 'White' Bow On NBC-TV in East

HOLLYWOOD, Oct. 27.—The entertainment value of a Hollywood picture premiere as television-program subject matter was underscored tonight when NBC picked up a fifteen-minute segment for telecast of the "White Christmas" premiere at the Stanley Warner Beverly Hills Theatre and used it on Steve Allen's "Tonight" program over the NBC Eastern seaboard stations.

NBC picked up a segment from KTLA's local telecast covering the premiere ceremonies. The premiere was in the nature of a benefit for the California Society for Mental Hygiene. It netted that organization over $20,000.

WB Latin America Meet Starts Nov. 15

Wolfe Cohen, president of Warner International, will hold a sales meeting of the company's Latin American managers, in Mexico City, during the week of Nov. 15.

Home office representatives who will be present at the meetings include Samuel Schneider, Warner vice-president; John J. Glynn, Karl Macdonald, Jerry Keyser. Also attending will be Carl Schaeffer of the Burbank studio.

'Queen' for Thanksgiving

"Cattle Queen of Montana," which has its world premiere on Nov. 17 in Billings, Mont., will be RKO's Thanksgiving release.

People

Attorney I. Elmer Ecker has been elected chief barker of Tent No. 1, Variety Club in Pittsburgh for 1955. Other officers are **David J. McDonald,** president of the United Steel Workers, first assistant chief barker; **Ray Scott,** second assistant; **Sammy Speranza,** treasurer, **Al Weiblinger,** secretary. The board of directors consists of **Ray Downey, Harry Hendel, Jimmy Klingensmith, Harry Kodinsky, Bob Prince** and **Abe Weiner.**

James Carreras will be the British representative at next year's Variety Club's International convention in Los Angeles. Carreras is managing director of Exclusive Films and present chief barker of the London Variety tent.

George L. George has been named associate producer and director of Sturgis-Grant Productions, Inc.

Jacques Tati, French comic and famed for his role in "Mr. Hulot's Holiday," will arrive in New York early in November. Tati will make his American TV debut on the Max Leibman NBC show on Nov. 7.

Ted Schlanger, Stanley Warner Philadelphia, zone manager, became a grandpappy again when his daughter Marilyn gave birth to a boy.

Jeanne Flatley, secretary to office manager Max Berlone at United Artists in Boston, is engaged to marry Thomas Fleming of Holyoke.

Nat L. Lefton, former independent distributor of Cleveland, is spending some time there before leaving to open up his home in Florida. Lefton is reportedly in good health after emergency surgery.

Felix Mendelsohn, Jr., has been appointed head of the West Coast office of Mayer and O'Brien, Inc.

John Scuoppo has joined the United Artists publicity department here. Scuoppo was previously associated with Columbia Pictures and Eagle-Lion.

Mervyn LeRoy was awarded the Victoire Trophy as winner of a poll to select the best motion picture director held by Le Film Francaise. The trophy was presented to LeRoy by **Raoul Bertrand,** French Consul General of Los Angeles at a Warner Brothers studio luncheon.

Ingo Preminger has returned to Hollywood after lining up talent for the Joan Crawford starrer, "The Way We Are," which **Robert Aldrich** will produce and direct for The Associates and Aldrich, Inc.

JDA

(Continued from page 1)

Daily," "Independent Film Journal," "Radio Daily," and "Showmen's Trade Review."

Principal speaker at the luncheon was Henry Edward Schultz, national chairman of the Anti-Defamation League of B'nai B'rith, who described the activities of the JDA agencies in combatting bigotry and promoting better relations among Americans of all races and creeds. He urged continuing industry support for JDA which is the fund-raising arm of both the American Jewish Committee and the Anti-Defamation League.

William J. German has been serving as general chairman of the JDA campaign. Paul N. Lazarus, Jr., vice-president in charge of advertising and publicity for Columbia Pictures, served as luncheon chairman and Leon Goldberg, of United Artists, was treasurer.

Fifteen on Dais

Seated on the dais along with the trade press representatives were: Sam Rinzler of the Randforce circuit; Emanuel Frisch, president of Metropolitan Motion Picture Theatre Association; John J. O'Connor, vice-president of Universal Pictures; Charles Boasberg, vice-president and general manager of Distributors Corp. of America; Ed Fabian of Fabian Theatres; Sol Schwartz, RKO Theatres president; John Balaban of Balaban & Katz Theatres; Samuel Rosen, Stanley Warner Corp. vice-president; Leon Goldberg, United Artists treasurer; Louis Phillips, Paramount; Robert Benjamin, chairman of the board of United Artists; Arthur Krim, president of United Artists; Russell V. Downing, president and general manager of Radio City Music Hall; Douglas Yates, vice-president and assistant sales manager of Republic Pictures International, and Burt Robbins of National Screen Service.

Tennessee TOA to Fight Proposed Tax

COOKEVILLE, Tenn., Oct. 27.—The Tennessee Theatre Owners Association is organizing its ranks to combat a proposed 3 per cent tax on gross receipts of motion picture theatres by the State of Tennessee, according to Stacy Wilhite, TTOA president.

On Oct. 18, the Tennessee Legislature Council Committee listed 18 tax sources open to the General Assembly. Included was the restoration of a 3 per cent tax on gross receipts of theatres, an estimated revenue of $100,000.

TTOA leaders immediately began plans for a full-fledged fight to prevent the enactment of any such legislation, Wilhite stated, and a series of regional meetings in November will be held.

Kaye to Receive TOA 'Star' Award

The board of directors of Theatre Owners of America has named Danny Kaye as "Star of the Year," it was announced here this week. Kaye will receive the initial TOA honor at the president's banquet which climax's the 1954 TOA convention in Chicago next week.

Prominent at 'Workshop' of MGM

Ervin Clumb
Riverside Theatre
Milwaukee

Edward Hyde
Advertising Manager
Sharon (Pa.) Herald

Herbert Brown
Victoria Theatre
Greenfield, Mass.

Emery Austin
Exploitation Director
Loew's, Inc.

(Continued from page 1)

dinate his presentation with Simons. Austin will represent Howard Dietz, Silas Seadler, Dan Terrell and himself in the presentation of promotion activities, publicity and advertising geared by M-G-M's creative staffs at the home office and studios for the benefit of the theatre owner. Austin will be assisted by E. C. Pearson and J. L. John, field press representatives from Cleveland and Pittsburgh.

Additionally, a panel of two exhibitor representatives, a newspaper advertising executive and two TV representatives will discuss theatre business and ways and means to bolster box office attendance. On the panel are "Irv" Clumb, manager of the Riverside, Milwaukee, who will appear by arrangement with James E. Coston, head of the Standard Theatres management, and Herbert I. Brown, operator of the Victoria Theatre in Greenfield, Mass. Also, Edward M. Hyde, advertising manager of the Sharon (Pa.) Herald and Max Riley and William Kelley, representing station WDTV in Pittsburgh.

Welcome by Blatt

Charles Blatt, president of the local Allied unit, will make the formal welcome to Allied members attending. At least 30 men from the Shea theatre organization will be on hand with Dale F. Tysinger, manager of Shea's Ashtabula, and Fenton Scribner, manager of the Daniel Webster, Nashua, N. H., who will take leading and active parts in the open forums.

Moe Silver, zone head for the Stanley Warner Theatres in the area, also will attend with a group of his managers and executives. He will speak at luncheon and make an appeal for the Will Rogers Hospital at Saranac, N. Y. As chairman for the 1954 Christmas Salute for this territory, Silver will play back a tape recording of the recent salute of industry executives, from a recent national TV broadcast in New York. The Manos Circuit and other important theatre interests in this area have indicated they also will be represented.

Work with Local Groups

M-G-M's sales executives in each of the new "Workshop" meeting places are now working with local exhibitor groups and others who may be interested in attending to get as wide an audience for the forums as possible. Local panels will be set up in each city so that the topics become more related to the individual situations in the given areas.

At each of the "Workshops," material designed to aid the exhibitor in the furtherance of the program will be distributed as well as information as to related materials which can be ordered through National Screen and other sources to promote individual attractions.

'Paris' Premiere Set For Indianapolis

INDIANAPOLIS, Oct. 27.—Loew's Theatre here has been selected for the world premiere of MGM's "Last Time I Saw Paris." The picture will have its first unveiling Nov. 11, Armistice Day. Hundreds of theatres will play the picture as their Thanksgiving holiday attraction, MGM said.

Oscar A. Doob of MGM and Jim Shanahan of Loew's advertising department will be here over the weekend to set up campaign. Ernie Emerling will attend the opening from Loew's home office. Staging the world premiere in Indianapolis is a gesture of cooperation with the Merchants' Association which is launching a "shop downtown" campaign.

2 From AA in Nov.

Morey Goldstein, general sales manager of Allied Artists, has announced two pictures for national release during November. They are "Target Earth," starring Richard Denning, Kathleen Crowley and Virginia Grey, and "Cry Vengeance," Lindsley Parsons-John Burrows production starring Mark Stevens.

Bennett Named to New RCA Post

Martin F. Bennett has been appointed director of regional operations for Radio Corp. of America, it was announced by C. M. Odorizzi, executive vice-president, RCA corporate staff.

Bennett will assume the newly-created post immediately. He formerly served as manager of RCA's West Coast region with headquarters in Los Angeles. In his new assignment, Bennett will supervise the operations of RCA's eight regional offices.

NT Board to Meet On Skouras Post

HOLLYWOOD, Oct. 27. — The board of directors of National Theatres will consider the election of a president to succeed the late Charles P. Skouras at its next regular meeting Nov. 4.

Although the late C. P. Skouras was president of NT and its subsidiary Fox West Coast Theatres, it was pointed out that it is not necessary that a single individual hold both offices.

Shurlock

(Continued from page 1)

said there will be no let-down in the enforcement of the provisions of the Code. On the handling of mature themes, Shurlock saw himself carrying on the work of Joseph I. Breen, the former administrator and now PCA consultant.

Cites Case of "Streetcar'

Since the successful handling of "Streetcar Named Desire," and the picture's success at the box office, Shurlock explained studios have turned to more mature themes in the belief that they can be handled without being offensive to the family trade, especially the youngsters.

On the proposed increase in Production Code service fees, Shurlock said a 30 percent hike had been put into effect Oct. 15. The increase, he added, was necessitated by the shrinkage in the product output in Hollywod at this time.

The "way it looks now" Shurlock said, the Hollywood product output for 1954 will be under 300. He compared this figure with the output three years ago which, he said, ran into the four hundreds.

Confers on Code Dispute

While in New York, Shurlock said he has been conferring with producer Paul Graets on his picture "Lovers, Happy Lovers" on an appeal for a Code Seal.

He said he plans to return to Hollywood in time for a Wednesday luncheon there in tribute to Breen, given by studio personnel.

G.P.E. Sales, Net

(Continued from page 1)

$1,060,987, or 30 per cent above the $814,763 reported for the same period of 1953.

For the nine months ended Sept. 30, consolidated net sales were $85,446,656 compared with $62,493,972 for the same period of 1953. Net profit, after minority interest, was $3,602,640 which was equivalent, after dividends paid on preferred and preference stocks, to $4.44 per share on 753,790 common shares, the average amount outstanding during the 1954 period. This compares with net profit of $2,283,030 or $3.46 per share on the 649,987 shares outstanding at the end of the first nine months of 1953.

McGee

(Continued from page 1)

continuing separate exhibitor organizations has disappeared. McGee acknowledged that there are areas of disagreement between TOA and Allied, but he contended that there also is a wide area of agreement and the latter, he indicated, should be used as a basis for unification. Disagreements, he added, should be worked out until a common approach to a problem is realized.

Local 306

(Continued from page 1)

injunction had been granted without a hearing and said it regarded Judge Stoddard's ruling as precedental. It said the picketing of the theatre would be resumed at once. The dispute arose, according to Gelber, when the theatre, which formerly employed projectionist members of Local 306, switched to non-members of the local.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76.. NO. 84 NEW YORK, U. S. A., FRIDAY, OCTOBER 29, 1954 TEN CENTS

'Ticket Seller'

TV Aids Sales, Austin Tells 'Workshop'

But MGM Won't Release Films to Video, He Adds

By Staff Correspondent

PITTSBURGH, Oct. 28.—Although M-G-M has not jumped into television with both feet, it fully recognizes the power of television as a powerful sales medium, according to Emery M. Austin, director of exploitation for Loew's, who was the main speaker in the first of the M-G-M "Ticket Selling Workshops" here today.

Addressing more than 300 owners and managers of film houses in the tri-state area, consisting of Western Pennsylvania, Eastern Ohio and West Virginia, Austin noted that M-G-M was the first Hollywood studio to utilize the possibilities of television in selling its merchandise. He declared:

"We launched a new era in motion picture selling when we first plugged our movie, 'Above and Beyond' on the Ed Sullivan TV show."

However, he pointed out that M-G-M has no intention of releasing any of its old product to TV, and that it requires an "Emergency Meeting of

(*Continued on page 6*)

Shortage in Quality Only, Says Frank

The only product shortage in the industry is the shortage of strong box-office pictures, William R. Frank, exhibitor and independent producer of "Sitting Bull," United Artists first CinemaScope release, declared here yesterday.

"Many pictures are available, but most of them are not commercially sound and go down the drain," Frank said. "Quality is more important to a theatre than quantity in a bargaining business," he said.

CinemaScope pictures, the 44-year industry veteran declared, are bringing back the business to the neighborhood and suburban theatres which were hard hit by television during the

(*Continued on page 6*)

'Don't Call Cops' Seen as TOA Convention Theme

Distributors Upheld In Philadelphia Court In Percentage Suit

PHILADELPHIA, Oct. 28.—Percentage action complaints by eight distributors against I. Edward Kapner and others operating the Park Theatre here were sustained in Federal Court by U. S. District Judge John W. Lord, Jr., who denied motions by the defendants to dismiss such complaints.

The motions by these exhibitors attacking complaints filed by Columbia, Loew's, Paramount, United Artists, RKO, Universal, 20th Century-Fox and Warner Bros. claimed each to be defective, in that the action should have been grounded in contract and not in tort, the requisite Federal jurisdiction was lacking, and that it was too indefinite in its allegations.

In his opinion denying the motions, Judge Lord held, as to the first ground, that the actions being for deceit, and not for breach of contract, allegations of the contractual relationship between the parties were unnces-

(*Continued on page 7*)

Expect Allied Bid for Gov't Intervention Support to Be Rejected; Exhibitor Unity, Rentals, Coordinator to Hold Spotlight

By AL STEEN

(Convention Program on Page 5)

CHICAGO, Oct. 28.—"Don't call the cops" appears to be the theme song of the early arriving delegates to the annual convention of the Theatre Owners of America which opens formally at the Conrad Hilton Hotel here on Monday. The non-cop-calling premise is based on TOA's apparent negative reaction to Allied States Association's bid for TOA's support of Allied's proposal to ask government intervention—via the Federal Trade Commission—in industry trade practices, particularly as they relate to alleged high film terms.

Although many TOA members are admittedly concerned over the rentals and percentage situation, it has been the association's policy to avoid any move toward outside interference. Early indications are that if action on Allied's invitation to TOA for co-operation is asked on the convention floor, TOA will vote it down; and that goes for the TOA board of directors, too. The board will hold its pre-convention executive session on Sunday.

On the other hand, some effort may be made to weld a closer link with Allied on other issues. It is known that several of the TOA leaders, such as Pat McGee and Si Fabian, would like to see all exhibitor organizations consolidated into one

(*Continued on page 5*)

Russell Elected to UTOI Regional Post

CHAMPAIGN-URBANA, Ill., Oct. 28.—Gene Russell of Champaign, has been elected regional vice-president of the Champaign region of the United Theatre Owners of Illinois.

George Barber of Tuscola and W. E. Simmons of Monticello were named to represent the area on the UTOI board of directors. Mrs. W. E. Simmons of Monticello was appointed secretary.

Although the majority of exhibitors in this area are UTOI members, plans were made to obtain 100 per

(*Continued on page 7*)

44 Popcorn Exhibits

208 Trade Show Booths by TESMA-TEDA-IPA

(Convention Program on Page 4)

CHICAGO, Oct. 28.—Joined by the International Popcorn Association, the trade show of the Theatre Equipment and Supply Manufacturers' Association and the Theatre Equipment Dealers' Association is expected to reach peak proportions when the exhibits are thrown open for inspection at noon on Sunday. The trade show, which is being held in connection with the annual convention of the Theatre Owners of America at the Conrad Hilton Hotel here, will consist of 208 booths, of which 44 have been taken over by the popcorn association members. The 106 remaining exhibitors will be occupied by 142 firms representing TESMA and TEDA. Two highlights of week's activities will be an equipment forum scheduled for Wednesday and a concessions forum, conducted by the TOA and the IPA, which will run all day on Thursday.

Both the TESMA and the TEDA board of directors will meet on Sunday, with a subsequent TEDA board session slated for Thursday. Both groups will hold a joint breakfast on Monday and an "open house" later in the day.

'Jones' in Colorful Times Square Bow

(Pictures on Page 7)

Twentieth Century-Fox's "Carmen Jones" in CinemaScope made its entry into exhibition last night at New York's Rivoli Theatre before a celebrity-packed audience and dignitaries from many walks of life.

Said to be one of the most colorful openings in many years, the premiere saw the Times Square area bathed in lights and crimson flares.

Commentary on the theatre scene

(*Continued on page 7*)

ANOTHER GREAT AUDIENCE HIT FROM REPUBLIC

TROUBLE IN THE GLEN

IN TRUCOLOR

From the author of "THE QUIET MAN"

MAURICE WALSH

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave New York today for Hollywood.

•

EDWIN GAGE, vice-president of Walter Reade Theatres; Nick Schermerhorn, general manager; JAMES LOEB, catering department director, and AL FLOERSHEIMER, advertising-publicity director, will leave here Sunday for Chicago.

•

MAX FELLERMAN, Lopert Films vice-president and general manager, will return to New York by plane today from Hollywood.

•

HARRY STEVENS, on the "Life" magazine staff, will leave New York over the weekend for the Coast.

•

PETER RIETHOF, president of American Dubbing Co., has returned to New York from Rome, Italy.

•

RICHARD W. ALTSCHULER, Republic Pictures director of worldwide sales, left here last night for the Coast.

•

JACK WEINER, M-G-M Southern press representative, is in New York from Jacksonville.

•

KATHLEEN NESBITT has arrived here from England via B.O.A.C. Monarch.

•

WILLIAM R. FRANK, producer, left New York yesterday for Minneapolis.

•

DICK POWELL will leave Hollywood by plane today for New York.

•

GEORGE CUKOR, director, will arrive here Monday from Hollywood.

L. Garman Dead; Headed Md. Allied

BALTIMORE, Oct. 28. — Lauritz Garman, ex-chief barker of the Baltimore Variety Club and former president of the Allied Motion Picture Theatre Owners of Maryland, died here yesterday. He had been a patient at Union Memorial Hospital.

Garman also was a partner in the ownership of Uptown Pikes and Avalon Theatres.

Audrey Meadows Guest

Audrey Meadows, of the Jackie Gleason show, will be the guest of honor at a tea of the Women's Committee of the United Epilepsy Association in the Crystal Room of the Sherry Netherland Hotel on Nov. 8. Mme. Andre Dubonnet, vice-president of the Women's Committee, will act as master of ceremonies. The United Epilepsy Association supports the Variety Club Clinic here.

Mrs. Rosenfeld, 59

TORONTO, Oct. 28. — Blanche Ruth Rosenfeld, 59, died here. She was the wife of Louis Rosenfeld, president of Columbia Pictures of Canada, Ltd. for many years.

Election, Film Dearth Hit Portland Area

PORTLAND, Ore., Oct. 28.— Pre-election diversions in the form of television, radio and street and auditorium rallies, are being severely felt by both first run and neighborhood theatres in this area. Regional estimates are that attendance is off 25 percent and no relief is expected before next midweek.

Some exhibitors attribute part of the attendance decline to the product shortage, however, contending that there is a lack of top grade new feature releases here currently.

Johnston Hears Arbitration Data

Eric A. Johnson, president of the Motion Picture Association of America, was brought up to date on the status of arbitration talks at a meeting here of the MPAA sales managers committee yesterday.

The briefing was held in light of Johnston's departure shortly for a tour of the Far East.

Morey Goldstein, chairman of the sales managers committee, reported that Johnston was informed of the "progress" being made on arbitration, although nothing has been "concluded" as yet. As to the status of negotiations, Goldstein said work on the arbitration draft is continuing.

Goldstein, at the same time, denied a report that arbitration talks will be held in Chicago in conjunction with the Theatre Owners of America convention there.

Johnston, who will leave for the Coast Tuesday or Wednesday, plans to be away for six weeks, visiting the Philippines, Japan, Australia and perhaps Formosa.

PCA Seal to 'Lovers' Following 2 Changes

"Lovers, Happy Lovers," produced by Paul Graetz, has been granted the seal of approval of the Production Code Administration following the making of two minor changes in the film, changes which, Graetz said, "will not in any way affect the artistic integrity of intent" of the picture.

The film, produced in England and now showing at the Little Carnegie Theatre here, was released in England under the title "Knave of Hearts" and in France as "Monsieur Ripois." Directed by Rene Clement, it stars Gerard Philipe, Valerie Hobson and Joan Greenwood.

Berger Is Returning From European Trip

Benjamin N. Berger, president of North Central Allied and Minnesota State chairman for the Crusade for Freedom, is scheduled to return here from Europe on Monday following a survey of conditions abroad with a group of Crusade drive directors.

The group, which left here by chartered plane, Oct. 20, visited Berlin, Munich and Paris.

Eleven Paramount Pictures Currently In Editing Stages

HOLLYWOOD, Oct. 28.—Paramount production activity for 1954 is at its peak with 11 major films now in the studio cutting room, four currently before the cameras in Hollywood and overseas and one in rehearsal.

The four now shooting are Cecil B. DeMille's crowning epic, "The Ten Commandments," filming in VistaVision and Technicolor in Egypt; Alfred Hitchcock's "The Trouble With Harry" and Martin Lewis' "You're Never Too Young," both in VistaVision and Technicolor, and William Wyler's "The Desperate Hours" first black-and-white VistaVision picture.

'Rose Tattoo' in Rehearsal

In rehearsal is Hal Wallis' "The Rose Tattoo" starring Burt Lancaster and Anna Magnani. Production begins in Key West, Fla. on Nov. 1.

In various stages of editing are: George Pal's interplanetary "Conquest of Space," Perlberg-Seaton's Bing Crosby-Grace Kelly-William Holden starrer, "The Country Girl"; "Strategic Air Command," in VistaVision and Technicolor; "Run For Cover," James Cagney VistaVision-Technicolor vehicle; "We're No Angels," Humphrey Bogart VistaVision Technicolor vehicle; "Two Captains West," in VistaVision and Technicolor; Alfred Hitchcock's first in VistaVision, "To Catch a Thief"; Bob Hope in his first VistaVision picture, also being filmed in Technicolor, "The Seven Little Foys"; "Lucy Gallant," in VistaVision and Technicolor; "Mambo," and "The Bridges At Toko-Ri," Perlberg-Seaton Technicolor production.

Universal Has Six Pictures in Work

HOLLYWOOD, Oct. 28.—Three new productions went before the cameras at Universal-International this week to give the studio a total of six pictures currently shooting. This is the largest number of films the studio has had in production simultaneously since last June when seven pictures were before the cameras.

Current sextet of pictures consist of three in Technicolor, two of which also are in CinemaScope.

Three Starting

New starters are "Cult of the Cobra" Faith Domergue - Richard Long-Marshall Thompson starrer; "Third Girl From the Right," Technicolor production starring Rory Calhoun, Piper Laurie and Mamie Van Doren, and "Abbott and Costello in the Mummy."

Other pictures now in production include "The Shrike," Jose Ferrer-June Allyson starrer now shooting on location in New York; "To Hell and Back," Technicolor CinemaScope production starring Audie Murphy, and "The Purple Mask," also in Technicolor and CinemaScope and starring Tony Curtis, Colleen Miller, Daniel O'Herlihy, Gene Barry and Angela Lansbury.

News Roundup

UCP in All States

Affiliates of United Cerebral Palsy are now organized in all 48 states and the District of Columbia for the first time since the organization was founded five years ago, according to Leonard Goldenson, president of UCP.

■

New Rank Title

"Land of Fury" is the new title of the J. Arthur Rank Organization's production previously called "The Seekers." Universal will distribute in the United States.

■

Reile Leases House

The Family, Utica, N. Y., neighborhood house, has been leased by Frank Reile who will reopen it shortly after a modernization program.

■

'Hunter' in January

"Hunters of the Deep," which won a diploma at the Edinburgh Film Festival, will open in New York in January. Photographed on the coasts of California, Florida and Mexico, the picture is a documentary of underwater life.

■

25 'Queen' Dates in N.W.

"Cattle Queen of Montana" will open in more than 25 theatres in Montana and Idaho following its world premiere on Nov. 17 at the Fox Theatre, Billings, Mont.

■

Engel to Universal

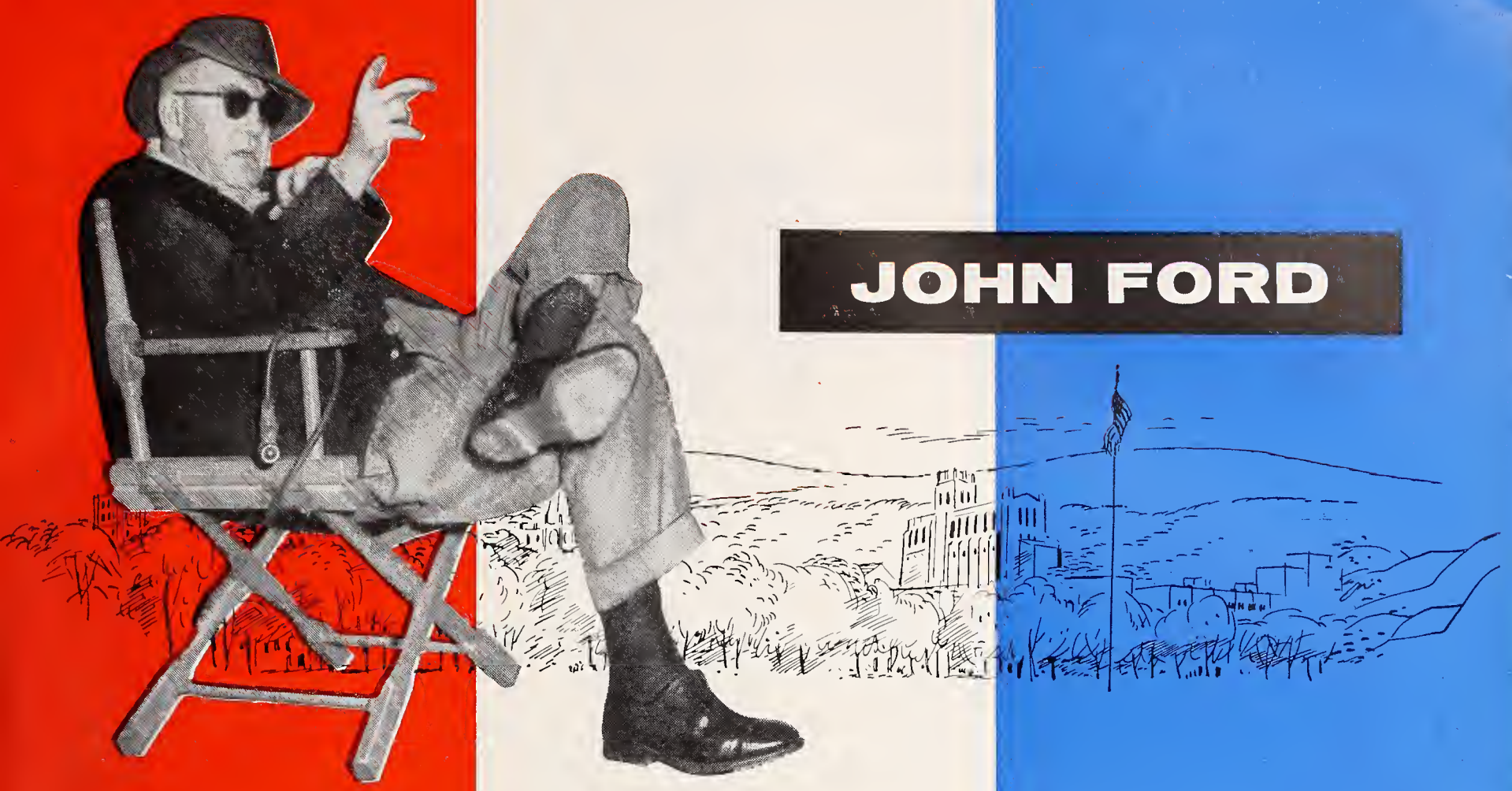
Universal Pictures has engaged Lyle Kenyon Engel, music promotion consultant, to handle the overall music promotion on the company's forthcoming musical "So This Is Paris," with color in Technicolor, starring Tony Curtis, slated for January release.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
Color by Technicolor - A Paramount Picture
and SPECTACULAR STAGE PRESENTATION

FILMACK ANNOUNCEMENT TRAILERS
1327 So. Wabash Chicago 5, Illinois
630 Ninth Ave. New York, N.Y.
For 35 Years the Leaders
IN SERVICE AND QUALITY
With Showmen Everywhere!

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. Samuel D. Berns, Manager; William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

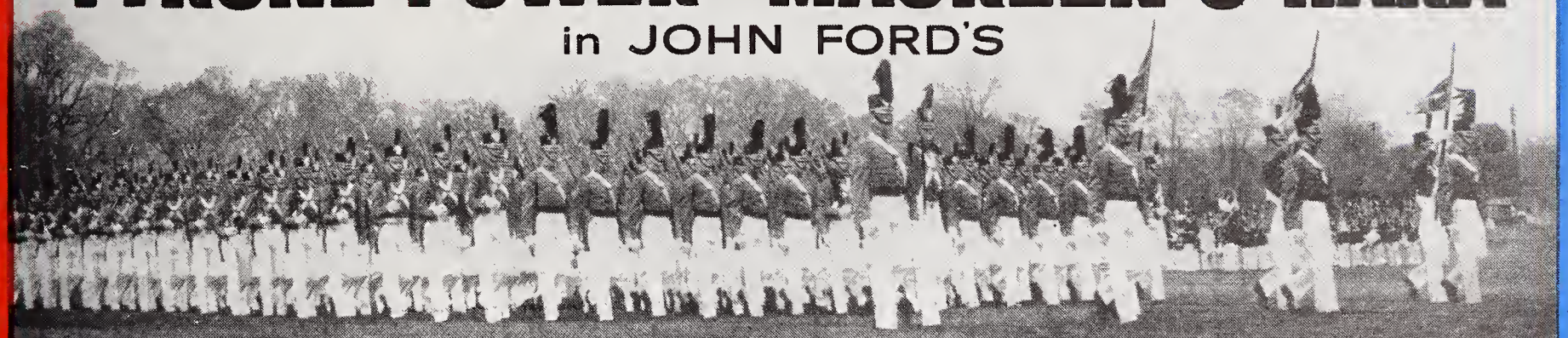


JOHN FORD

The famed director who already
has won four Academy Awards
never made a more wonderful
entertainment than this.

TYRONE POWER · MAUREEN O'HARA

in JOHN FORD'S



THE LONG GRAY LINE

Co-starring
ROBERT FRANCIS · DONALD CRISP · WARD BOND · BETSY PALMER · PHIL CAREY

Screen Play by EDWARD HOPE • Based upon "Bringing Up the Brass", by Marty Maher and Nardi Reeder Campion

Produced by ROBERT ARTHUR • Directed by JOHN FORD

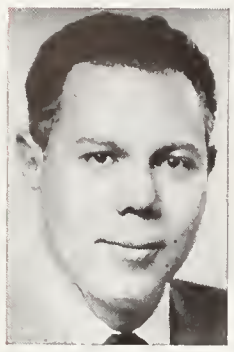
Color by **TECHNICOLOR**

CINEMASCOPE

FROM

Columbia

★★★ 1954 Officers of Theatre Owners of America ★★★



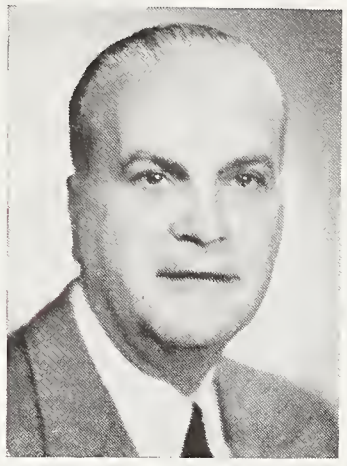
Walter Reade, Jr.
President

Alfred Starr
Board Chairman

George Kerasotes
Convention Co-Chairman

S. H. Fabian
Treasurer

Herman Levy
General Counsel



F. C. MATTHEWS
President of Tesma

Tesma-Teda Program:

Conventions of the equipment manufacturer (Tesma) and dealer (Teda) organizations will be held in conjunction with the trade show. For the second consecutive year, Theatre Owners of America is holding its four-day national convention concurrently. So is the International Popcorn Association, whose own trade show, covering the entire refreshment field, augments that conducted by Tesma. The following program, however, refers only to Tesma and Teda.

SUNDAY (Otober 31st):
Trade Show opens at noon and continues to 6 p. m.
9:30 a.m.—Tesma board of directors meeting, Room 4.
5:30 p.m.—Teda board of directors meeting, Room 4.

MONDAY:
Trade Show open 11 a.m. to 6 p.m.
8 p.m.—Tesma-Teda Open House, Williford Ballroom.

TUESDAY:
Trade Show open 12 a.m. to 6 p.m.
9:30 a.m.—Tesma breakfast, West Ballroom.
9:30 a.m.—Teda breakfast, North Assembly Room.

WEDNESDAY:
Tesma Trade Show open 11 a.m. to 2 p.m.
2 p.m.—Theatre Equipment Forum, Grand Ballroom.
MODERATOR: Alex Harrison, 20th Century-Fox.
SPEAKERS: Herbert Barnett, president of Society of Motion Picture and Television Engineers; Loren Ryder, Paramount Pictures; Earl Sponable, 20th Century-Fox; A. E. Neumer, Bausch & Lomb; J. F. O'Brien, RCA; A. J. Hatch, Strong Electric Corporation; Leonard Setz, Raytone Screen Company.
PANEL MEMBERS: F. C. Matthews, president of Tesma; Nash Weil, Wil-Kin Theatre Supply; A. E. Meyer, International Projector; L. E. Pope, Fox Midwest Theatres; Edwin Gage, Walter Reade Theatres; Joseph Zaro, Bijou Amusement Company; E. J. Nelson, The Ballantyne Company; John R. Miles, Projection Optics; F. C. Dickely, Altec Service; W. A. Gedris, Ideal Seating; Robert Gottschalk, Panavision.

THURSDAY:
Trade Show opens at 11 a.m.; ends at 4 p.m.
9:30 a.m.—Teda board of directors meeting, Room 4.
7:30 p.m.—Cocktail Hour, Normandie Lounge.
8:30 p.m.—Banquet (TOA), Grand Ballroom.

IPA-TOA CONCESSIONS FORUM: All day Thursday.
MODERATOR: Bert Nathan, Theatre Popcorn Vending Corporation.
SPEAKERS: Nathan Buckman, co-chairman of TOA Concessions Committee; Van Myers, Wometco Theatres; Lee Koken, RKO Radio Theatres; Melvin Rapp, Apco, Inc.; Melvin Winkman, Smith Drive-In Theatres.

RAY COLVIN
Executive-Director of Teda

142 Firms Exhibiting At TESMA-TEDA-IPA Trade Show

CHICAGO, Oct. 28.—The following companies, listed alphabetically, have displays at the trade shows of Theatre Equipment and Supply Manufacturers Association, Theatre Equipment Dealers Association and International Popcorn Association, being held in conjunction with the annual convention of Theatre Owners of America at the Conrad Hilton Hotel here, Oct. 31—Nov. 4:

TESMA TRADE SHOW:

Adler Silhouette Letter Co., Altec Lansing Corp., American Seating Co., Ampex Corp., Apco, Inc., Ashcraft Mfg. Co., C.S., Automatic Devices Co., Ballantyne Co., Bausch & Lomb Optical Co., Bell & Howell, Berlo Vending Corp., Brescheil Products Co.

Capitol Stage Lighting Co., Carbonic Dispensers, Inc., Carbons, Inc., Century Projector Corp., Coca-Cola Co., Cole Products, Inc., Continental Electric Co., Cretors & Co., Inc., Curtiss Candy Co., Dad's Root Beer Co., Dawo Corp., Die-Cast Aluminum Speakers Co., Drive-In Theatre Mfg. Co., Eprad, Everfrost Sales, Inc., Fairchild Recording Equipment Co., First-American Products, Inc., Futter Co., Walter.

General Register Corp., Goldberg Bros., Gordos Corp., Griggs Equipment Co., Heide, Inc., Henry, Helmco, Inc., Hershey Chocolate Corp., Hertner Electric Co., Heywood-Wakefield Co., Hires Co., Charles, Hollywood Brands, Inc., Ideal Seating Co., International Projector Corp., International Seat Corp., Irwin Seating Co., Kneisley Electric Co., Knoxville Scenic Studios, Inc., Koiled-Kords, Inc., Kollmorgen Optical Corp.

LaVezzi Machine Works, Magnasync Mfg. Co., Ltd., Majestic Enterprises, Inc., Manco-Vision, Manley, Inc., McAuley Mfg. Co., J. E., Miracle Whirl Sales Co., Mission

(*Continued in column 4*)

Exhibits

(*Continued from first column*)

Dry Corp., Mitchell Industries, Inc., Motiograph, Inc., National Carbon Co., Inc., Nehi Corp., Nestle Co., Inc., Neumade Products Corp., Norpat Sales, Inc., Orange-Crush Co., Paromel Corp., Pepsi-Cola Co., Projection Optics Co., Protective Coatings, Inc., Quaker City Chocolate & Conf. Co.

Radiant Mfg. Co., Radio Corp. of America, Raytone Screen Co., Reese Candy Co., H. B., Robin, Inc., J. E., Romar Vide Co., Serv-A-Car Products, Star Mfg. Co., Stelma Electronics, Inc., Strong Electric Corp., Superior Electric Co., Supurdisplay, Inc., Sweets Co. of America, Switzer's Licorice Co., Theatre Specialties, Inc., Thermolator Corp., Wagner Sign Service, Inc., Walker American Screen Corp., Wenzel Projector Co., Whitney Blake Co., Wolk Co., Edward H., Wollensak Optical Co.

IPA TRADE SHOW:

Apco, Inc., American Butter Institute, Blevins Popcorn Co., Canada Dry Ginger Ale, Inc., Capital City Products Co., Cargill, Inc., Central Popcorn Co., Coca-Cola Co., Cole Products Corp., Delicate International, Dell Food Specialties Co., Diamond Crystal Salt Co., Dickinson Co., Albert, Electric Sorting Machine Co., Elmer Candy Co., Evans Manufacturing Corp., F & F Laboratories, Ferrara Candy Co., Inc., Flavo-Rite Foods, Inc., Interstate Popcorn Co.

Jet Spray Cooler Co., Johnson Candy Co., Walter H., Jo-Lo Perfumatic Dispenser, Inc., Joyce Sales Co., Kelling Nut Co., Lusk Candy Co., Mars, Inc., McCarty Seed Co., J. A., Monticello Manufacturing Co., Newman Associates, Ben, Pepsi-Cola Co., Phenix Foods Co., Premier Popcorn Co., Pronto Pop Corn Sales Corp.

Regal Products, Div. Maryland Paper Co., Rio Syrup Co., Rowe Mfg. Co., Saunders Novelty Co., SelMix Dispensers, Inc., Simonin's Sons, Inc., C. F., Savon Candy Co., Steel Products Co., Superior Refrigerator Mfg. Co., Tidy House Paper Corp. of N. Y., Tone Products Co., Tyson-Caffey Corp., Ucanco Candy Co., Van Houten & Zoon, Inc., C. J., Wander Co., Walting Mfg. Co.

'Theme'

(Continued from page 1)

all-inclusive group. Fabian advocated a merger with Allied last year; and McGee, it is reported, will make a similar pitch in his keynote address to the convention, scheduled for Monday's opening session. In fact, McGee hinted such a maneuver to Motion Picture Daily in New York on Wednesday.

One of the highlights of the convention is expected to be the selection of a TOA coordinator, a salaried executive, who would direct the various functions of the association on a full-time basis, thereby relieving the elected president from many of the duties which he now is required to perform. At TOA's board meeting early last summer on the Coast, the appointment of such an executive was authorized with the stipulation that the actual selection would be made at this year's convention.

Election Sunday

The nominating committee, headed by Sam Pinanski of Boston, will draw up a slate of proposed officers here on Saturday and the board will elect on Sunday. Speculation as to the possible new president, to succeed Walter Reade, Jr., centers on three names; namely, George Kerasotes, Springfield, Ill.; Myron Blank, Des Moines, and Pat McGee, Denver. However, Kerasotes, convention co-chairman, has been pushed to the fore by TOA for the past several months and for that reason is believed to be the choice for the top spot for the next one year term.

The stimulation of independent production and, for that matter, too, major studio production is expected to hold a spotlight during the sessions. The cry for more product has been echoed since the 1953 convention in this same hotel where Leonard Goldenson in his keynote address, issued a grim warning that the industry could destroy itself because of the situation. And Goldenson, in effect, was reiterating the theme, in part, of Trueman Rembusch's keynote speech the previous year. It is pointed out that the hue and cry for more pictures has spurred various moves for greater outputs, such as Fred Schwartz' new Distributors Corp. of America, Hal Makelim's production project and others.

No Distributor Speaker

While several distribution executives are slated to be present at the open sessions, none is on the agenda as a speaker, although Columbia's Abe Montague will talk on behalf of the Will Rogers' Memorial Hospital. Among sales leaders who have made reservations are William F. Rodgers, Morey Goldstein, Charles Feldman, William Gehring and Richard Altschuler.

Macy Parade Float, For 'John Silver'

With "Long John Silver" scheduled to open in New York during the Christmas holidays, pre-selling campaign is now being finalized. Display advertising in newspapers, trade papers and magazines will be supplemented by a heavy concentration on radio and TV coverage, says DCA.

Highlight feature of the campaign will be the special "Long John Silver" three-way float in Macy's annual Thanksgiving Day parade.

THEATRE OWNERS OF AMERICA

CONVENTION PROGRAM

Conrad Hilton Hotel, Chicago

SUNDAY, OCTOBER 31

10:00 A.M. Registration Opens — Entrance to Exposition Hall. Closes at 6:00 P.M.

11:00 A.M. Meeting of Finance Committee—S. H. Fabian, Treasurer. In TOA Headquarters Suite.

12:00 Noon TESMA-TEDA-TOA-IPA Trade Show Opens. Exposition Hall. Closes at 6:00 P.M.

12:00 Noon Convention Committee Luncheon—Room No. 1—Third Floor.

2:30 P.M. Meeting of Executive Committee and Board of Directors. Room No. 2—Third Floor.

MONDAY, NOVEMBER 1

9:00 A.M. Registration Continues—Entrance to Exposition Hall (on floor below main lobby). Closes at 6:00 P.M.

9:30 A.M. Special Screening New Product — State Lake Theatre.

11:00 A.M. TESMA-TEDA-TOA-IPA Trade Show Continues. Exposition Halls. Closes at 6:00 P.M.

2:00 P.M. Opening of Convention (Grand Ballroom). Keynote Address by Pat McGee, Vice-President, TOA, co-chairman COMPO National Tax Repeal Campaign Committee.
Speak-Your-Mind Session.

8:00 P.M. TESMA-TEDA Open House — Williford Ballroom, Third Floor.

TUESDAY, NOVEMBER 2

9:00 A.M. Registration Continues — Entrance to Exposition Hall. Closes at 6:00 P.M.

9:30 A.M. Film Problems — Open to Exhibitors Only. Grand Ballroom.

12:00 Noon TESMA-TEDA-TOA-IPA Trade Show Continues —Exposition Hall. Closes at 6:00 P.M.

12:30 P.M. Luncheon—Grand Ballroom—Hosts: Motion Picture Advertising Service Co., Inc., and United Film Service Co., Inc., Claude F. Lee, M.P.A.S. Co., Executive.

2:00 P.M. Open Discussion—Grand Ballroom.

6:00 P.M. Coca-Cola Party—Host: The Coca-Cola Company.

WEDNESDAY, NOVEMBER 3

9:30 A.M. Drive-In Theatre Forum—Grand Ballroom.

11:00 A.M. TESMA-TEDA-TOA-IPA Trade Show Continues. Closes 6:00 P.M. Exposition Hall.

12:30 P.M. Luncheon — Grand Ballroom — Hosts: Motiograph, Inc., The Nestle Co., Inc., Radio Corporation of America, National Theatre Supply, The Charles E. Hires Company, Radiant Manufacturing Corporation.

2:15 P.M. TESMA-TEDA-TOA Equipment and New Process Forum—Grand Ballroom.

6:30 P.M. Supper and Square Dance — Tam-O-Shanter Country Club. Host: The Pepsi-Cola Company.

THURSDAY, NOVEMBER 4

9:30 A.M. IPA-TOA Concessions Forum — North Ballroom.

11:00 A.M. TESMA-TEDA-TOA-IPA Trade Show Continues. Closes 4:00 P.M.

2:30 P.M. Meeting of Executive Committee and Board of Directors. Room 18—4th Floor.

6:30 P.M. Cocktail Party — Normandie Lounge, Second Floor. Host: National Carbon Company.

7:30 P.M. President's Banquet—Grand Ballroom.

In the THEATRE Equipment *& Refreshment* World . . .

. . . with RAY GALLO

HERE we are writing again of a Tesma Trade Show, this one sponsored for the second consecutive year by the TOA, and with something added—the trade show of the International Popcorn Association, bringing the total number of booths to around 250, showing approximately 140 different lines of products. Every year we are promised a bigger exposition than the one of the year before—and it has always been a promise well kept, this year beyond what could have been hoped for a few years back.

Reading this year's roster of exhibits, one can appreciate how it is that Chicago's Conrad Hilton Hotel, largest in the world, seems the logical location for this annual event. You attend the convention meetings, eat and sleep and see the exhibits without going out from under one roof. Rain or cold autumn wind—who cares? (No taxi fares, either!)

•

Although Roy Boomer, secretary of Tesma since its reorganization in 1946, has relinquished those duties because of illness, he was forced to do that only recently, so that this year's theatre equipment manufacturers' trade show is another Boomer production.

It is the first convention and trade show, however, under the direction of Fred Matthews, as president, and of Larry Davee, as vice-president, of Tesma. But both have been so active in the organization that they can't be called new to this kind of thing.

For interest aroused among theatre people, the efforts of Oscar Neu should not be overlooked. Oscar, of course, was the guiding light of Tesma throughout its earlier years and he continues to lend an experienced hand to its activities. As in previous years, he was instrumental in the creation of the big, gaudy folder which exhibitors found in their mail a few weeks ago.

Oscar and Bob Hoff, who preceded Fred Matthews in the presidency, are both available to the Tesma officers and directors as honorary members of the board.

•

On the dealers' side of the big event, Ray Colvin carries on according to custom that seems pretty well established. Teda likes his broad shoulders—always room enough for another organization chore.

Looking over at the new neighbor—the IPA Trade Show—one finds new figures in Carl Siegel of Stanley Warner Theatres, who is the exhibit chairman for the popcorn industry. IPA itself is headed now by another theatre man—J. J. Fitzgibbons, Jr., who heads the concessions operations of Famous Players-Canadian Theatres, the notably successful career of which has long been directed by his father.

People

Harvey J. Smidt of Albany has been elected president of Loge 24, Colosseum of Motion Picture Salesman of America. **Howard Goldstein** of RKO was chosen vice-president and **James Moore** of Warner Brothers, secretary-treasurer.

¤

Gladys Beaupre, telephone operator for the past 25 years with Paramount in San Francisco, will return shortly after being hospitalized with a broken shoulder.

¤

Herman Kass became a father for the second time when his wife Gloria gave birth to a girl. Kass is Eastern exploitation manager of Universal Pictures here.

¤

Sid Reams, sales representative for Republic in Atlanta, is at home following a heart attack. Reams would like to get cards from his many friends. Write to him at 22 Park Lane, N. E. Atlanta, Ga.

¤

Shirley Temple will open an interior decorating shop on the San Francisco Peninsula next month.

¤

Jimmy Gaylord has taken over the Crenshaw-Drive-In Luverne, Ala. Gaylord formerly owned the Starlight-Drive-In Troy, Ala.

¤

Leon Feldun, member of the UA home office foreign department executive staff, became a father last week when his wife gave birth to a son, Joseph. This is Feldun's first child.

¤

Robert B. Little has been named manager of the Bexley Theatre in Columbus, O.

¤

John Rickert, formerly with Universal, in San Francisco, has been transferred to the Seattle office.

¤

Bob Langer, sales representative for National Screen Service in Atlanta, has returned to his post after several weeks in a Birmingham hospital.

¤

Sam Yablonsky has replaced **Fred Curtis** as manager of the Esquire Theatre in Sacramento, Calif. Yablonsky was formerly the manager of the Times Theatre in Sacramento, and **E. Alecio,** in turn, was named manager of the Times.

¤

Vernon Hunter, retiring city manager for the Florida State Theatres in Orlando, Fla., was honored at a surprise banquet in the Pine Hill County Club.

Officers Elected by M. P. Associates

PHILADELPHIA, Oct. 23.—Motion Picture Associates elected Sam Diamond, 20th-Fox branch manager, chairman and Mort Magill, United Artists' branch manager, vice-president at the annual meeting here.

Gene Gantz, RKO salesman, was made secretary, while Shep Bloom, 20th-Fox sales manager, was elected to the treasurer's post.

On the new board are past M.P.A. presidents Lou Formato, MGM district manager, and John Turner, United Artists district manager. Others on the board are George Beattue, Dave Titleman, Lester Wurtele, Dave Supowitz, Joseph Schaeffer and Jack Greenberg. Albert M. Cohen is the solicitor.

36 New Pictures Now in Production

HOLLYWOOD, Oct. 28. — The studios started five new pictures and completed camera work on one, winding up the week with 36 pictures in progress here and elsewhere.

Started were: "High Society," (Allied Artists); "Shock," Exclusive Productions (Lippert); "The Marauders," color, and "The Scarlet Coat," CinemaScope, color (Metro-Goldwyn-Mayer); "Seven Bad Men," Nat Holt, SuperScope, Technicolor (RKO Radio).

Completed were: "The Black Prince," CinemaScope, Technicolor (Allied Artists).

Berlin to London For 'Christmas'

Irving Berlin will leave New York by plane Monday for London to attend the European premiere of his "White Christmas," first picture filmed in VistaVision, next Friday at the Plaza Theatre.

The composer who wrote the score for the Paramount picture, will hold press and radio interviews while in London as part of his current campaigning on behalf of the Technicolor musical.

Sterling Appoints 2 Vice-Presidents

Sterling Television Co., Inc., has elevated two men to vice-presidencies, it was announced by Saul J. Turell, company president. They are Richard Carlton, as vice-president in charge of operations, and Hal Tulchin, vice-president in charge of production.

Carlton has been associated with Sterling since 1952 when he was made agency sales manager. He assumed the post of operations manager earlier this year. Prior to his joining Sterling, he spent 12 years in the motion picture industry; six at the National Screen Service, and six at Columbia Pictures.

Tulchin joined Sterling in 1951. He served in various capacities with the company and in 1953 was appointed general manager. At 27, he is the youngest member of Sterling's management team.

Canadian Film Board 6-Month Costs Up

OTTAWA, Oct. 28.—In a statement of budgetary expenditures, the Canadian government reports expenditures on behalf of the National Film Board increased to $1,390,000 for the period from April 1 to Sept. 30, in contrast to $1,058,000 in same period of last year.

However, expenditures in this period for the Canadian Broadcasting Corp., which has jurisdiction over television and which is currently engaged in establishing TV stations, fell to $3,000,000 as compared with $4,400,000 last year in same period.

Canada Film Board Has 2 New Members

OTTAWA, Oct. 28.—The Canadian Government today appointed Mitchell W. Sharp, Ottawa deputy minister of trade and commerce, and Bruce Hutchison, Canadian author of Victoria, B. C., as members of the National Film Board.

Charles S. Band, of Toronto, was reappointed to another three-year term.

TV Called Good Selling Aid

(*Continued from page* 1)

the Board of Directors" to release even a film clip for TV.

Summing up his studio's stand, Austin observed that "TV can be an asset for the right picture on the right schedule at the right time." He said that M-G-M offers 33 promotion services to help the exhibitors, spurred on by 35 field representatives, more, he said, than all of the other companies combined.

Some of these M-G-M "Services," he said, are tieup stills, advance manuals, record promotions, M-G-M tours, advance planting, educational aids, advertising in key cities, special accessories and special art layouts.

Presiding at today's meeting was M. L. "Mike" Simons, director of customer relations for Loew's. John J. Maloney, M-G-M Pittsburgh sales manager, and Ralph Pielow, Pittsburgh branch manager, greeted the visitors, who included Gerald Shea and his circuit managers, who stayed over after finishing their two-day meeting here yesterday.

Edward M. Hyde, advertising director of the Sharon (Pa.) "Herald," urged managers not to cut down the size of their ads when an extra inch or two might mean the difference in the success of a picture at the box office.

Ervin J. Clumb, manager of the Riverside theatre, Milwaukee, representing theatres in large cities, noted that theatre managers must still handle specific responsibilities themselves instead of delegating them to others. A firm believer in co-operative ads, he feels that these have been invaluable in the successful promotion of many of his pictures.

Herbert I. Brown of the Victoria theatre, Greenfield, Mass., speaking for houses in small towns, said that most managers are guilty of inertia, and that the sale of pictures should represent a definite challenge.

At a luncheon in the Pittsburgh room of Hotel William Penn, a taped message by Abe Montague, M. A. Silver and Charles J. Feldman urged support of the Will Rogers' Memorial Hospital Drive.

Quality Lack

(*Continued from page* 1)

past five years. Within a year or so, all theatres, in big and small cities, will be presenting films of that medium, he added.

"In some situations, the suburban theatre is outgrossing the downtown theatre," he stated. Frank heads a buying combine for 80 theatres and operates or owns 22 theatres, most of which are equipped for CinemaScope product, within the St. Paul and Minneapolis area.

Commenting on the proposed plan for governmental regulation for film rentals, Frank said that "I am against any form of governmental regulation of the industry and if any film terms are considered high, they could be adjusted."

Associated Circuit Now Has 32 in Ohio

CLEVELAND, Oct. 28.—With acquisition of Warners' Uptown and Variety theatres six months ago and Loew's Park and Granada this week, Associated Circuit, of which Meyer S. Fine is president, now owns 32 theatres in the Cleveland exchange area. Of these 25 are indoor theatres and seven are drive-ins. The indoor theatres are located in Cleveland, Youngstown, Toledo, Avon Lake and Port Clinton. The drive-ins are in Youngstown, North Canton, Madison, Ashtabula and Harrisburg.

Loew to Preside at Barcelona Meeting

Arthur M. Loew, president of Loew's International Corp., will preside at M-G-M's PEP European conference, which will meet in Barcelona, Spain, for three days beginning Nov. 11.

Loew, who is now in Europe on a business trip, will remain there until after the meeting. Assisting him at the conference will be David Lewis, regional director of Continental Europe, M-G-M managers and sales and publicity chiefs from all M-G-M territories in Continental Europe will attend.

FTC Unit to Study Causes of Mergers

WASHINGTON, Oct. 28. — The Federal Trade Commission has ordered its Bureau of Economics to make a speedy survey of the extent and causes of corporate mergers in recent months.

Chairman Howrey said he hoped the study would determine the effect of mergers on competition in specific market areas. The commission has under study some 209 mergers or acquisitions.

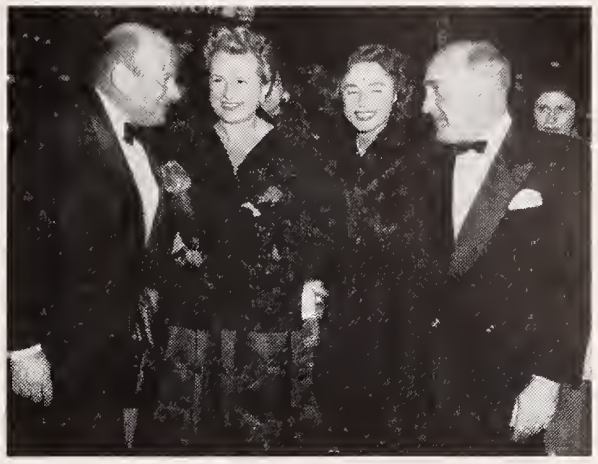
Bellah Here Today

John Warner Bellah will arrive in New York today for a series of conferences with Fred Schwartz, president of DCA and then will leave for London to finalize production plans for The "Survivors," DCA's latest film which is being produced by Boulting Bros.

New RKO Title

"Escape To Burma" will be the final title of the Benedict Bogeaus production being filmed as "Bow Tamely To Me," for RKO release.

'Carmen Jones' Returns to Broadway, Filmed



A brilliantly kleig-lit Rivoli Theatre last night saw the world premiere of Otto Preminger's presentation of Oscar Hammerstein's Broadway hit musical, "Carmen Jones." The 20th Century-Fox CinemaScope release, starring Dorothy Dandridge, Harry Belafonte, Olga James and Joe Adams, made its bow before an invited audience of show business personalities and notables from many walks of life. Among the guests were, shown above at the theatre prior to the opening of the performance, left to right, first photo: Preminger, producer-director of the picture, Mrs. Preminger and their son, Sandy. Second photo: Charles Einfeld, vice-president of 20th Century-Fox; Mrs. Einfeld and Mrs. and Mr. John Pruce. Third photo: M. B. Spingold, vice-president of Columbia Pictures, and Mrs. Spingold.

(*Continued from page* 1)

was made through the facilities of RCA-TV's "Tonight" show which programmed a 30-minute filmed feature on the event coast-to-coast, between 11:30 p.m. and midnight. Radio coverage was handled by Ray Heatherton for his Mutual Network airer. The TV hook-up into 34 cities marked the first national coverage of a film opening from New York.

Branson Returning From Europe Tues.

CHERBOURG, Oct. 28.—Walter Branson, RKO's world-wide sales manager, left here today on the Queen Mary for New York after almost a month in Europe devoted to industry demonstrations of Superscope and company sales meetings. The RKO global distribution chief will arrive Nov. 2.

Branson and Joseph Tushinsky, co-inventor of the Superscope lens, supervised demonstrations of the new wide-screen process in London, Paris and Rome. Following each exhibition of the new lens, the local office of RKO, which has foreign distribution rights, was busy with orders, it was stated.

Howco Memphis Branch Opened

MEMPHIS, Oct. 28.—Scott Lett, sales manager for Howco Productions, has announced the opening of a new film exchange in Memphis to be known as the Howco Exchange of Tennessee, Inc. W. C. Kroeger has been named manager of the exchange.

The Howco exchange will distribute the current and forthcoming releases produced by Howco Productions, Inc., Filmakers Releasing Organization and the Samuel Goldwyn re-issues.

The opening of the Memphis exchange rounds out the Howco exchange group in the South. The Howco exchange was opened in Atlanta in September and the other affiliated exchanges are Herman Beiersdorf Distributing Co., Dallas; Lippert Pictures of Louisiana, New Orleans, and Screen Guild Productions of Charlotte.

Holds 'Scope Adds To Excitement

CinemaScope as a medium received the hearty endorsement of the producer-director team of Nicholas Nayfack and John Sturges here yesterday.

"Visual excitement once again has returned to the screen," director Sturges explained, adding that he considers CinemaScope as "another arm in telling a story."

Producer Nafack, asked how the atmosphere in Hollywood today compares with a year ago, said that "in general it is far more optimistic." He, too, held that CinemaScope is a trademark which is popular with the public, thereby boosting business.

Shooting "Scarlet Coat'

Nayfack and Sturges, here for location shooting on their M-G-M production "The Scarlet Coat," starring Cornel Wilde and Michael Wilding, said they plan to return to the Coast shortly. "The Scarlet Coat," which will be in CinemaScope and in color, should be ready for release in early spring, Sturges estimated. Sturges added that "The Scarlet Coat" will be his second CinemaScope production, the first being "Bad Day at Black Rock," a 20th Century-Fox film to be released shortly.

Nayfack, who is under contract with M-G-M, said that his next production would be a science fiction picture, titled "Forbidden Planet."

Picker to Europe For UA Parleys

Arnold M. Picker, vice president of United Artists in charge of foreign distribution, will leave New York by plane today for London on the first leg of a tour of the company's offices in Britain, France, Italy, Germany and other Continental countries.

Picker will confer with UA sales and promotion executives on the line-up of product for the coming season. In addition, Picker has slated discussions with producers currently filming or readying pictures in Europe including "Gentlemen Marry Brunettes" and "Alexander The Great."

Seven Midwest Units Re-Open; One Closed

MINNEAPOLIS, Oct. 28.—Seven theatres in the upper Midwest area which have been closed for periods ranging up to one year have reopened in the last few weeks and an eighth is considering resuming operations.

The list includes W. W. Mansfield's Mills Theatre at Tama, Ia., which reopened after conferences with the local chamber of commerce; Tomah Theatre, Tomah, Wis.; Uptown Theatre, Creston, Ia.; West Theatre, Sioux City, Ia.; Roxy Theatre, Owatonna, Minn., and the White House Theatre, near Hartford, Wis. Reopening of the Ellsworth Theatre, Ellsworth, Wis., owned by the village, moved a step closer with a theatre operator reported checking costs of CinemaScope equipment.

Fontanelle House Shut

Closing recently was G. O. Dunkerson's Victory at Fontanelle, Ia.

Meanwhile, in Schleswig, Ia., the town's businessmen promised full cooperation to Everett Evers who recently reopened the shuttered Schleswig Theatre which he leased from the local VFW post. The theatre was closed last spring and completely stripped. Evers has installed new seating, projection and sound equipment.

Belgium Minister Addresses Hennepin

Paul-Henri Spaak, Foreign Minister of Belgium, was principal speaker last night at an inaugural dinner and meeting of the Hennepin Society at the Waldorf-Astoria Hotel here.

Secretary of State John Foster Dulles also addressed the new group, which was formed to foster closer ties and friendship between Belgium and the United States.

A message from President Eisenhower was read by Eric Johnston, president of the Motion Picture Association of America, and chairman of the Hennepin Society. Spaak brought a message to the Hennepin Society from His Majesty King Baudouin of Belgium.

Percentage

(*Continued from page* 1)

sary; and furthermore, the fact that the plaintiffs may have mistrusted defendants and posted checkers in the defendants' theatre did not exonerate defendants of the alleged tortious conduct.

As to the absence of the requisite minimum Federal jurisdictional amount of $3,000 in each action the court held that the good faith upon which the actions were based was sufficiently supported by the affidavit submitted for each plaintiff in the action.

As to the third ground the Court held the complaint was not too indefinite in its averments.

Russell Elected

(*Continued from page* 1)

cent representation. Trade practices were discussed and frequent meetings of the group are being planned. The theatre owners endorsed TOA's efforts to spur increased production and to bring an end to the so-called "seller's market."

'Contessa' Grosses $6,530 in Phila. Bow

"The Barefoot Contessa" has compiled what is reported to have been the biggest opening day gross registered at the Midtown Theatre in Philadelphia by a United Artists release, taking in a high $6,530, it was announced here yesterday by B. G. Kranze, general sales manager for UA.

'Contessa' Music Plugs

A national music promotion backed in the field by United Artists' exploitation force and the RCA-Victor promotional staff will provide support for regional openings of "The Barefoot Contessa," UA reports. Pegged on the hit parade entry "Song of the Barefoot Contessa," the campaign will plug the picture via disc jockeys, TV shows, and more than 7,000 music shops and department stores.

Désirée
by ANNEMARIE SELINKO
AT LAST!
The International
Best-Seller is on the screen
in
CINEMASCOPE
with the cast
of the year!
starring
MARLON BRANDO · JEAN SIMMONS
MERLE OBERON · MICHAEL RENNIE
Directed by HENRY KOSTER
COLOR BY
DE LUXE
for
Thanksgiving
from
20th Century-Fox
"it's a
pleasure
to do
business
with 20th!"

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 85 NEW YORK, U. S. A., MONDAY, NOVEMBER 1, 1954 TEN CENTS

New Theatre TV Era Is at Hand, TOA Conclave Told

Exhibitor Confab

Upper Midwest Owners Hear TOA Officials

'Other Side of Picture' Told; Deny 'Raid' Intent

Special to THE DAILY

MINNEAPOLIS, Oct. 31.—Formation of a Theatre Owners of America unit embracing exhibitors from the upper Midwest area hung in the balance on Friday while more than 75 theatre owners, several of them members of North Central Allied, gave careful consideration to the speeches of five of the top officials of TOA. Invited here by Harold Field, of Pioneer Theatres, and Eddie Ruben, of the Welworth Circuit, "to hear the other side of the picture," the top echelon disclaimed any desire to "raid" Allied territory and to set up a rival exhibitor organization.

Presenting the TOA side of the pic-

(*Continued on page 9*)

Adleman to Head Publicity for V. C.

George C. Hoover, international Variety Club head, has announced the appointment of Robert Adleman of Philadelphia as director of publicity for the organization.

The post's specific purpose will be to coordinate the work of the Press

(*Continued on page 9*)

'Daily' Will Not Be Published Tomorrow

Tomorrow, Tuesday, Nov. 2, is Election Day and hence a printers' holiday in New York. Consequently, Motion Picture Daily will not be published tomorrow. Any resultant inconvenience to readers is genuinely regretted.

Full coverage of today's and tomorrow's TOA-TESMA-TEDA-IPA conventions sessions in Chicago by M. P. Daily staff correspondents will appear in Wednesday's issue.

Lower Fire Rates Unforeseen Says TOA Committee

CHICAGO, Oct. 31.—After surveying reports from New York, New England and the Southeastern states, E. D. Martin, chairman of the fire insurance rates committee of the Theatre Owners of America, disclosed in his report to the TOA convention that "we will not be able to receive an over-all reduction in fire insurance rates because of the current use of acetate film."

Martin based his conclusions upon reports from Emanuel Frisch and Henry Anderson in the New York area, Arthur Lockwood and Jack Wallens in the New England states, and Frank Brady and A. C. Lauer in the Southeastern area.

Theatre owners could claim for lower film rates with justification, Martin said, as film in projection booths is now charged for at prac-

(*Continued on page 8*)

Fabian-Wolfson Report Sees Ammunition In It for New Opposition to Home TV; More Theatre Installations Needed; Color Near

By AL STEEN

CHICAGO, Oct. 31.—Asserting that exhibition is "on the eve of developments that forecast a different theatre business than we have known," the report of the theatre television committee for Theatre Owners of America's annual convention opening at the Conrad Hilton Hotel here tomorrow counsels that the "far-seeing exhibitor will face this future with confidence and boldness and be ready to ride with the tide."

The committee's report, prepared by co-chairmen S. H. Fabian, head of Stanley Warner Theatres, and Mitchell Wolfson, of Wometco Theatres, Miami, holds that home television's inroads on motion picture theatres have been substantially curbed and that better product and new techniques have armed the theatre for a counter-assault.

Mitchell Wolfson

"Unable to overwhelm us with the powerful initial onslaught, TV is raiding our vaults for star product of yesteryear and organizing a deep flanking movement to disrupt our source of picture supply and immobilize our patrons in their homes through

(*Continued on page 6*)

TOA Group Reports 1.66 Ratio Best

CHICAGO, Oct. 31.—The theatre equipment and accessories committee of the Theatre Owners of America, in reporting to the delegates attending the 1954 exhibitors convention here, revealed that a 1.66 to 1 ratio with an .825 aperture seems to be the best proportion for all non-CinemaScope product for the average house.

The committee, which is headed by Joseph J. Zara, Lucian E. Pope and Edwin Gage, conceded that a "2.55 to

(*Continued on page 8*)

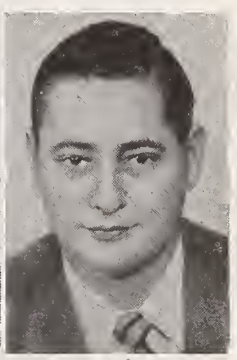
UA Officials Say

World Film Business in "Era of Prosperity"

By LESTER DINOFF

Motion picture business throughout the Far East, European and other foreign territories is undergoing a "tremendous era of prosperity," United Artists executives Arthur Krim and Arnold M. Picker, declared here at the weekend in a trade press conference, adding that UA's world-wide billings estimate of $40,000,000 for 1954 has been "revised upwards by several millions."

Arthur Krim



Arnold Picker

The so-called "Four Horsemen," Krim, president of the distribution company; Picker, vice-president in charge of foreign sales; Robert Benjamin, chairman of the board, and Max E. Youngstein, vice-president, also disclosed that "we are exploring the possibility of Far East product making inroads into the U.S. market."

Krim and Picker recently returned

(*Continued on page 9*)

20th-Fox Starting Nine New Pictures

Twentieth Century-Fox shortly will place nine pictures before the cameras in all parts of the world for either full or partial filming.

The line-up will be increased to eleven via the addition of two CinemaScope productions being made in European locales by Alexander Korda for company release.

ANOTHER GREAT AUDIENCE HIT FROM REPUBLIC

TROUBLE IN THE GLEN

IN TRUCOLOR

From the author of "THE QUIET MAN"

MAURICE WALSH

Personal Mention

EDWARD L. HYMAN, American Broadcasting - Paramount Theatres vice-president, and ROBERT K. SHAPIRO, managing director of the New York Paramount Theatre, have returned here from Los Angeles.

•

GEORGE WELTNER, president of Paramount International, will leave Naples, Italy, today aboard the "Cristoforo Colombo," scheduled to dock here Nov. 9.

•

FRED SCHWARTZ, president of Distributors Corp. of America and of the Century Circuit, is in Chicago from New York for the convention of Theatre Owners of America.

•

BERNARD JACON, I.F.E. Releasing Corp., vice-president in charge of sales, will arrive in Dallas today from New York.

•

E. K. O'SHEA, Paramount distribution vice-president, will return here today from a trip to upstate New York.

•

JOSEPH A. TANNEY, president of S.O.S. Cinema Supply Corp., and MRS. TANNEY have returned to New York from the Coast.

•

ALFRED KATZ, United Artists assistant foreign sales manager, has returned to New York following a tour of company offices in the Caribbean area.

•

AL CROWN, president of Moulin Productions, left here at the weekend for the Coast.

•

MORI KRUSHEN, United Artists exploitation manager, left here by plane over the weekend for Texas.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, returned to New York at the weekend from Philadelphia.

•

DAVID LEWIS, director, arrived here from London yesterday via B.O.A.C. Monarch.

•

MAURICE KINN, producer, left New York Saturday for London by B.O.A.C.

•

PHIL FRANKEL, unit manager for Transfilm, has returned to New York from Detroit.

•

ROBERT PALMER, Universal-International talent executive, left New York over the weekend for Hollywood.

•

DIMITRI TIOMKIN, composer, who arrived in New York recently from Rome, left here Friday for Hollywood.

•

GLYNIS JOHNS arrived in New York on Saturday from London, and left here yesterday for Hollywood.

•

RICHARD THORPE, director, arrived in New York yesterday from Paris and will leave here today for the Coast.

•

GLORIA DE HAVEN has arrived in New York from Hollywood.

Hillman Named SW 'Manager-of-Month'

HARTFORD, Oct. 31. — Irving Hillman, Sherman Theatre, New Haven, has been named "Manager of the Month" for the August phase of the Stanley-Warner Circuit Northeastern zone's "Fabian's Fabulous Forty" promotion campaign.

Harry Feinstein, zone manager, disclosed other winners: Al LaFlamme, Strand, Albany; A. A. Sette, Capitol, Springfield; Murray Howard, Warner, Worcester; Steve Barbett and Guido Luminello, Warner, Lawrence; Andrew Roy, Stanley, Utica; Robert Howell, Port, Newburyport; and N. E. Brickates, Garde, New London.

Recommends Cut in Drive-in License

CINCINNATI, Oct. 31. — The finance committee of City Council has voted to recommend an increase in license fees for drive-in theatres from 40 to 50 cents for the first 250 spaces and from 30 to 40 cents for each additional space. This was a compromise from the original recommendation to 75 cents for the first 250 spaces and 55 cents for each additional space. The downward revision resulted from pressure brought by Jerome Goldman, attorney for the S. & S. Amusement Co., operating the 2,000-car Twin Drive-in, the only outdoor theatre within the city limits.

Officials to Attend 'Contessa' Bow

HOLLYWOOD, Oct. 31.—Industry leaders and celebrities will be in attendance when Joseph L. Mankiewicz's "The Barefoot Contessa" will premiere at the Fine Arts Theatres here on Thursday.

Joseph Schenck, Jack Warner, Ed Mannix, Charles Brackett, Harry Cohn, Pandro S. Berman, Arthur Freed, Jerry Wald, Stanley Kramer, Harold Hecht, Charles Vidor, Jean Negulesco, Lew Wasserman and Paul Gregory are among the film officials who will be on hand for the opening.

Rathvon Starting 1st German-U.S. Film

The film, "Embassy Baby," being produced by Rathvon Overseas, Ltd., has been retitled "The Little Ambassador". Joseph Cotten will co-star with Eve Bartok in the production. This is Rathvon's first joint German-American production.

While Rathvon Overseas, Ltd. has already produced three films, the others were geared primarily for the European market. This latest production is being made primarily for American consumption, it was announced.

Madison Signed

HOLLYWOOD, Oct. 31.—Producers William and Edward Nassour announced the signing of Guy Madison to star in their "Beast of Hollow Mountain," a CinemaScope-Technicolor production, combining live action and electronically activated figures, which United Artists will distribute.

Schanberger Now In Hotel Business

BALTIMORE, Oct. 31. — J. Lawrence Schanberger who had been owner of Keith's Theatre for nearly 30 years, and who recently relinquished his holdings, is now actively engaged in management of the St. James Hotel in Baltimore.

Groups in Opposition To Outdoor Project

PHILADELPHIA, Oct. 31.—The Chamber of Commerce of Greater Philadelphia and the city's Commerce Department have joined in opposing the erection of a 1,500-car drive-in theatre on the West side of Roosevelt Boulevard at Byberry Road on the grounds that the outdoor house would ruin the landscaping and turn "the approach route into a line of honky-tonks."

The theatre is planned by A. M. Ellis Co. on a 20-acre parcel presently zoned for limited industrial and residential use. The cost of land and theatre improvements would total about $500,000.

The Chamber of Commerce also stated that a "terrific" traffic hazard would be created when 1,500 cars would spill out onto the highway twice a night.

Svigals Sales Head Of Harrison Pictures

Ed R. Svigals, who has specialized in the distribution of foreign films, has joined Harrison Pictures Co. as sales manager.

Svigals will leave tomorrow for Los Angeles to set up first-run engagements for the Japanese film "Ugetsu," which has just concluded a two-month run at the Plaza Theatre. On the way back, he will stop off at key cities.

L. B. Wilson, Former Circuit Owner, Dead

CINCINNATI, Oct. 31.—L. B. Wilson, 63, owner of WCKY, 50,000-watt independent radio station of this city, died suddenly of a heart attack in his apartment at the Hotel Sheraton Gibson. His widow survives.

Wilson formerly operated a circuit of motion picture theatres in Northern Kentucky.

28.4 TV Rating for 'Disneyland' Debut

According to a nine-city survey by Trendex, more than half of the nation's television sets were tuned to the lead-off program of Walt Disney's "Disneyland." The premiere's rating was 28.4. The nine cities were Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Detroit, New York, Philadelphia and Washington.

Father of Sid Kleper

NEW HAVEN, Oct. 31.—Services were held here on Friday for the father of Sid Kleper, manager of Loew's College Theatre, who died last Thursday.

Europe Distribution Surveyed by Ritchey During Trip Abroad

Norton V. Ritchey, president of Allied International Corp., has returned to New York from Europe where, in addition to attending the joint Allied Artists-Associated British Pathe sales' convention at Monte Carlo, he made a complete study of the European market with a view to the re-vamping of the AA European distribution into one of three channels. The announcement that AA would adopt the new distribution system was made recently by Steve Broidy, president of the company.

Visited Several Countries

In making his survey, Ritchey engaged in discussions with prominent circuit operators and distributors of Germany, Holland, Belgium, France, Portugal and the Scandinavian countries. While it is understood that some agreements were entered into, it is unlikely that the full details of the new distribution policy will be revealed until after the forthcoming directors' meeting of AA in Hollywood.

26-City Openings For 'Contessa'

United Artists' "The Barefoot Contessa" has been set for 26 key regional openings within the next two weeks, it was announced by B. G. Kranze, general sales manager.

The saturation bows include Loew's circuit bookings in Akron, Cleveland, Dayton, Bridgeport, Harrisburg, Indianapolis, Evansville, Memphis, Nashville, Houston, Norfolk, Louisville, Richmond, Rochester, Reading, Springfield, Worcester, Syracuse, Toledo and Wilmington. Other cities are Albany, Baltimore, Detroit, Minneapolis, St. Paul and Washington.

Set Promotional Tieups for 'Hansel'

Promotion tieups totaling more than $10,000,000 worth of national and local advertising have been set for "Hansel and Gretel," according to Walter Branson, RKO's world-wide sales manager. Set to run in conjunction with local playdates, the tie-ups will also add publicity breaks to the nation-wide campaign being readied by RKO for the Michael Myerberg Technicolor production.

All tie-ups will be ready for local level promotions in time for the Chrismas holiday release of the feature, with national advertising to pave the way beginning almost immediately.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
Color by Technicolor - A Paramount Picture
and SPECTACULAR STAGE PRESENTATION

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Business Good In Suburbans, Jacon Reports

Theater business in the Central and Midwestern sections of the United States is encouraging, enabling exhibitors, especially those located in small, suburban communities to foresee a brighter future, Bernard Jacon, vice-president in charge of sales for I.F.E. Releasing Corp., reported at the week-end.

Commenting on his observations during a 16-day hinterland tour, Jacon said the suburban houses are becoming more important in providing entertainment to the public which finds it difficult and annoying to attend the large, downtown theatres.

Sees Small Houses Prospering

Communities with small theatres have been doing big business for some time and a theatre patron's habits and the general film business has relocated, according to Jacon. "Unless some sort of provision is made by the downtown cricuit or independent theatres for parking facilities, business will fall off at the box office and in turn harm all businesses along the Main Street," he said.

Many patrons, living on the outskirts of large cities, do not want to drive in for a downtown theatre performance knowing that parking facilities are very crowded and few, he said. "This helps the small suburban house," the film official said.

In some areas, drive-in operators have been running into difficulties in securing permission to erect outdoor theatres because the large downtown theatre owners and operators have been "pressuring" the City Councils, Jacon said. "They want to keep the business in town, realizing that if their houses lose patrons to the drive-ins and suburban theatres, everyone along the street will likewise be affected," he said.

Lauds Italian Producers

Commenting on his organization's activities, Jacon stated that "exhibitors are realizing that I.F.E. picture releases are on a par with product distributed by the U. S. companies in providing top entertainment." The Italian film producers have done a good turn to the American industry by introducing new faces and talent which, in the future, will be the world stars, he said.

While more and more theatres are equipping for CinemaScope, I.F.E. product has been receiving their share of playing time, Jacon said. "Hell Raiders of the Deep" has had more booking dates than any other I.F.E. film previously released, he said.

Jacon also reported that the national newspaper, magazine, radio and television publicity which was given to film actress Gina Lollobrigida during her recent visit to this country has increased the bookings for "Bread, Love and Dreams."

Many Dates for "Bread'

Engagements for the picture will start prior to Thanksgiving at the following theatres: Esquire, Cincinnati; Keith's, Indianapolis; Cinema, Detroit; World Playhouse, Chicago; Strand, Milwaukee; Bexley Art, Columbus; Heights, Cleveland; Illini, Champaign; Capitol, Iowa City; Beverly Canon, Los Angeles; Larkin, San Francisco; Plaza, Washington, D. C. The picture will also be launched in Interstate Circuit theatres in four Texas cities.

Jacon revealed that to date, more than 31 other key cities have already scheduled to play "Bread, Love and Dreams" during the Christmas holiday period.

Review

'Athena'

(M-G-M) *Hollywood, Oct. 31*

THIS one is destined to fill the bill for the coming holiday season. It's as nutty as a fruit cake, and should satisfy the zany appetites of all audiences, especially those who are tortured by a sense of curiosity for those late-late TV shows. They can now witness an escape-escape musical and still get home in time to sleep.

"Athena" may not answer the Greek concept of their ancient deity, but producer Joe Pasternak had a word for it,—"entertainment." While it does not measure up to some of his more creditable offerings, it still bears his stamp of authority for good production values to perk the film's potential gross.

Jane Powell integrates her vocal charm to offset an off-beat role of a numerologist enthusiast, who, with her six sisters, runs a health food store by day; and, at night helps her grandparents, Louis Calhern and Evelyn Varden, conduct a class for muscle men, training for the title of Mr. Universe, at their unique dwelling located "a half mile from the end of the road." Calhern is excellent, as a zany prototype of Bernard Macfadden.

Richard Thorpe kept the action fluid and held the characters in tow with story-bound direction. The screenplay by William Ludwig and Leonard Spigelgass revolves around Miss Powell's campaign to marry Edmund Purdom, a young blueblood candidate for Congress. Her influence in causing him to adopt back-to-nature habits of diet on fruits and nuts, changing his ideas about home decor and getting rid of her rival, Linda Christian, offers the framework for contrived, ridiculous situations. Hugh Martin and Ralph Blane's musical is a lyrical benefactor of the action.

Fitting into the pattern of events, Debbie Reynolds, as Miss Powell's sister, is top-notch in her song-and-dance handling of "I Never Felt Better." Vic Damone, cast as Debbie's romantic interest, fits the vocal format. He sends "The Girl Next Door," borrowed from a former M-G-Musical, home on your lips with another whistling chance.

Robert Planck's camera made capital of the Eastman Color. Prints are by Technicolor.

Running time, 97 minutes. General Audience classification. Release in November.

SAMUEL D. BERNS

Brown Buys Colonial Theatre in Albany

ALBANY, Oct. 31.—The Colonial will be reopened about Nov. 5 as a subsequent-run picture theatre under the management of Dr. Samuel Brown, of Brown Associates, New York City.

Doctor Brown purchased the theatre three years ago. For a time, it played stock, under lease to Malcolm Atterbury, but went dark in April, 1953.

The 40-year-old house has featured a variety of policies, motion pictures being the principal one. It was operated as an art situation for a time.

Brown has engaged Robert W. Griffeth, recently of Schine's Mohawk in Amsterdam, as manager. Griffeth served as assistant at Fabian's Grand, Albany, several years ago. He also has been affiliated with Smalley and Warner theatres.

O'Kelly Quits Schine Post After 25 Years

ALBANY, Oct. 31. — Fielding O'Kelly, Amsterdam city manager for Schine and an employee of that circuit for 25 years, has resigned. Charles Trurran, former manager of the Avon in Watertown, succeeded him.

O'Kelly, who is now visiting his son, employed in England by the United States government, will make another connection on his return to this country. O'Kelly was originally an exhibitor in West Virginia.

Upped Prices Now Rule in Columbus

COLUMBUS, O., Oct. 31. — Advanced prices for big pictures have become the rule here rather than the exception. Latest example of upped admissions is the current showing of "A Star Is Born" at RKO Palace with $1.25 evenings and 90 cents at matinees. Many major attractions have been playing to good business here at rates ranging from 90 cents to $1 evenings and from 65 to 75 cents at matinees. Regular admissions are 70 cents week nights and 75 cents weekends, with 50 cents in effect at matinees.

Patrons Seen Agreeable

Managers say that there is little resistance to increased rates when the attraction is strong. Among features which have donc good business at increased rates are: "The Egyptian," "Rear Window," "On The Waterfront," "Seven Brides For Seven Brothers," "Dragnet," "Broken Lance," "Gone With The Wind," "The High and the Mighty," "Three Coins In the Fountain," "Garden of Evil," "Demetrius and the Gladiators," "The Caine Mutiny," "The Student Prince," "Rose Marie" and "Julius Caesar."

Advanced price attractions have been held for extended playing time, up to five weeks for "The Robe."

Dr. Nelles in New Technicolor Post

Dr. Maurice Nelles will join Technicolor Motion Picture Corp. in a newly created position of director of diversification and research development. Doctor Nelles comes to Technicolor from Borg-Warner Corp. where he has served as director of its central research laboratory.

Doctor Nelles will assume his new duties at Technicolor today.

People

John B. Browning and **Harold Reason** have bought the Charlotte-Drive-In at Punta Gorda, Fla., from Gluckman & Mitts.

□

John Ford checked out of St. Vincent's Hospital, Hollywood, following an emergency gall-bladder operation.

□

Al Burks, Warner Brothers home office exploiteer, will now cover the company's Dallas, Oklahoma City and Memphis territories. Burk formerly covered the Washington, Philadelphia and Charlotte branch areas.

□

Harry R. Clark has resigned his position as president of Telechrome Manufacturing Corp., Amityville, N. Y.

□

Lou Holleb will be general manager of the 1,000-car-In-Town Auto Theatre in Whitehall. Holleb was formerly the manager of the RKO Majestic and Uptown Theatres in Columbus.

□

Arthur A. Munsell, president of Vocalite Screen Corp., suffered a fall on Oct. 3 and therefore will not be able to attend the TOA convention.

□

Kenneth Harris, onetime manager of Schine's Hippodrome in Gloversville, N. Y., is now managing the Mohawk Theatre in Amsterdam, N.Y., for that circuit.

□

Mary Nicolletti, of M-G-M's special service department, was married at Lady of Perpetual Help Church in Richmond Hill on Saturday to Henry W. Bode.

□

Gerry Huff, owner of the Hudson Theatre, Hudson, N. Y. welcomed the birth of a daughter named Nancy Gale. This is Huff's second child.

□

B. E. Hoffman of Connecticut Theatres, New Haven, has been named to the national board of Brandeis University Associates.

□

Walter Colby, formerly manager of the Mantanzas in St. Augustine, Fla. has been appointed city manager for the Florida State Theaters of Orlando. Colby replaces Verne Hunter who retired.

□

Whitney Lindsey, manager of the Florida State Theatre, Lakeland, Fla. has resigned. **Tom Sawyer** has been appointed to replace him.

□

Harry Farros, manager of the Portola Theatre in San Francisco, was married in New Orleans.

THE DREAM T

DORIS DAY
FRANK SINA

ALL WRAPPED U
IN EACH OTHE
FOR
XMAS!

"Young at He

All Young...all Heart ...and all W

IN WARNERCOLOR

PRINT BY TECHNI

ALSO STARRING
GIG YOUNG

ETHEL BARRYMORE

AN ARWIN PRODUCTION • PRODUCED BY HENRY BLANKE

DOROTH

DIRECTED BY GORDO

AM!

ND

RA

rt"

erful!

Nobody knew what a guy like Barney would do next– and she didn't care–just so he did it with her!

Another award-winning sensation-role for the new Sinatra–bringing love in his own special way to Doris Day in the most heart-singing story ever Xmas-presented by

WARNER BROS.

DORIS AND FRANK SING 'EM AS ONLY THEY CAN!

'YOU MY LOVE'
'JUST ONE OF THOSE THINGS'
'ONE FOR MY BABY'
'SOMEONE TO WATCH OVER ME'
'YOUNG AT HEART'
'HOLD ME IN YOUR ARMS'
'THERE'S A RISING MOON'
'READY WILLING AND ABLE'

.ONE

WITH
ROBERT KEITH · ELISABETH FRASER · ALAN HALE, JR.
SCREEN PLAY BY JULIUS J. EPSTEIN AND LENORE COFFEE

S · PRESENTED BY WARNER BROS.

TOA Theatre-TV Group Sees 'New Era' Near

Called Strong Counter Attack To Television

(Continued from page 1)

metered television," the report states.

"We have the weapon for a powerful counter-attack but are exceedingly slow in developing its mighty potential. For additional revenue and for recouping the patronage taken from us by the lure of 'free' entertainment, closed circuit TV is a reinforcement which can advance us to a new era in the history of the theatres," it continues.

Referring to the several subscription television developments, which the report says are intended "to shift from theatre audiences to home audiences the exclusive privilege of witnessing first run pictures," it observes that:

"Should the F.C.C. give these systems the green light it would be an attempt to eliminate the middle-man, (every exhibitor in the United States) and encourage direct producer to consumer buying of motion picture entertainment on a vast scale.

Calls It 'Grave Threat'

"This is just a shadow on the TV horizon—but it is a grave threat and discussions are now under way to crystallize exhibitor opinion and mobilize against such destructive franchises."

The latter reference obviously is to the recent formation of the joint exhibitor committee to oppose subscription TV which was formed with TOA, Allied States and other exhibitor organization participation.

The report notes that little progress was made in the area of theatre television during the past year but that "some slight progress" was made in the use of theatres in off-hours for closed circuit conferences.

Lack of Seats a Factor

Lack of seats and programs for theatre telecasts are holding up development of TV in the field of stage spectacles and major sports events, the report holds, pointing out that to get a World Series, theatre TV would require a great many more theatres and seats than are now available to it.

"Having sufficient seats," it says, "programming becomes more practical because it would enable an agent to offer the biggest attractions more money than could be bid by any other medium."

BEWARE OF LOCAL TAXATION, SAYS TOA LEGISLATIVE UNIT

CHICAGO, Oct. 31.—The state and local legislation committee of the Theatre Owners of America warns theatre owners in its TOA convention report to be vigilant of municipalities and towns which already possess through "General Enabling Acts" or other "specific grants of taxing power" the authority to levy admission and other excise taxes.

Committee co-chairmen LaMar Sarra and Robert E. Bryant, in preparing their report for the TOA exhibitors, saluted the 20 per cent tax repeal committee which succeeded in securing a significant measure of excise tax relief, but warned all exhibitors to be on the lookout for state and local levies.

In the report, the legislation committee reminded theatremen of "tax complacency" and of the reduction in the Federal levy by 10 per cent. The group was severe in warning theatre owners and operators to be on the lookout for state and local taxations and cited the New York City five per cent admission tax now being legally contested, as an example.

The committee urged that local exhibitor organizations, especially those in states where townships already possess the power to levy excise taxes, exert on their city officials maximum pressure to "head off" any attempt to levy admission or other discriminatory taxes. Support, Sarra and Bryant said, could also be marshalled from retail merchants, real estate and investment brokers and other business concerns which, during the past five years, have witnessed at close hand the devastating effect of heavy excise taxation, especially those on motion picture theatres, amusements in general, furs, jewelry, communications and travel.

Successful Actions Cited

While also informing the TOA convention of state legislature meetings this year, the committee noted several successes in securing tax relief such as Akron, where the city repealed its three per cent admissions tax, and Columbus, which amended its three per cent admission tax ordinance by exempting tax on all admissions of 50 cents or less, effective last Jan. 1.

In line with aggressive efforts by other exhibitors, Sarra and Bryant urged that "we do not retreat from our recent victory," but rather through local organizations seek, without delay, a wider scope of tax relief. The committee declared that "the overwhelming proof which convinced the Congress on two separate occasions during the past 18 months should now be effectively presented to your state and local legislative and other taxing officials, seeking from them reduction of local taxes now being levied against the theatres. Some local taxes which have reached high levels include discriminatory license and privilege taxes, seat taxes not realistically assessed; also separate levies on patron service sales, and concession vending machines." Theatremen should also plan to effect reductions in excessive valuations on the real and personal property of theatres, the committee asserted.

Sarra and Bryant said that reports to the committee indicate that exhibitors in many states during the peak business years of the late Forties allowed their assessed valuations on such property to be successively increased to an alarming level. Moreover, this tendency to "up the valuation" by assessors still continues today, the co-chairman said.

"Your committee feels we have not received local relief on this phase of taxation since the sharp decline in our box office receipts became evident several years ago and relief from this source of taxation is the Number Two objective of this committee," Sarra and Bryant reported. The committee noted some excellent exceptions where alert exhibitors under financial pressure of threatened theatre closings secured appreciable reductions.

Backs Policy of No Standard Films of 'Scope

CHICAGO, Oct. 31.—Support for the the refusal of film companies to release their CinemaScope pictures in conventional prints was offered here today in a report of the research committee of Theatre Owners of America.

Myron Blank

The committee, working under the chairmanship of Myron N. Blank, acknowledged that "considerable pressure" is still being brought on film companies, mainly by small theatres and drive-ins, to release their CinemaScope pictures in standard ratios in order that they may forego the necessity of the purchase of anamorphic lenses.

'Not Economically Practical'

"It is our belief," declared the committee report, "that it is not economically practical for an exchange to have prints on a picture with full magnetic CinemaScope, single track and optical CinemaScope, as well as the standard prints, which means an exchange would have to carry four different types of prints for such an attraction."

The report, forecasting a bright future for the industry, said that the studios now realize that technical changes and improvements have to be made. It heralded the introduction of magnetic sound reproduction, Paramount's VistaVision, the development of new taking-lenses in Hollywood, the improvement in color, MagnaScope and other technical advances.

Regarding 3-D, the report stated that "a year ago at this time the industry was greatly concerned whether third-dimension would prevail and if changes could be made to revive it. History, it continued, "now shows that presently third-dimension viewed by glasses is on the way out."

Decries Any 'Dictation'

Although it praised the introduction of magnetic sterophonic sound, the report stressed the committee's feeling that exhibitors should not be "dictated to" as to the kind of equipment he should install in his theatre.

The committee called upon lens manufacturers to take note that because of large screen projection, more consideration should be given to what was in the past considered normal aberration tolerance. "This correction," the report continued, "will aid considerably to help bring a good wide screen picture to all theatres in nearly any seat in the auditorium."

A change in the aperture plate, the report added, can aid those exhibitors who care to change their CinemaScope ratio of 2.35 to 1 to their particular size screen in their auditorium or drive-in.

TOA Report Finds Upward Trend in Drive-in B.O.

CHICAGO, Oct. 31.—A general upward trend in drive-in business during the past season was revealed in a report of the Theatre Owners of America drive-in theatre committee.

The report, citing the response to a committee questionnaire, showed that all sections of the country virtually told of increased business, some tempering their response with phrases such as "upwards but spotty" and upwards with the exception of towns hit by new TV stations.

Prepared under the co-chairmanship of Jack D. Braunagel and William T. Powell, the report also cited the hike in film rentals, reporting increases varying from 10 per cent to 30 per cent.

Regarding the question of whether drive-ins should equip for CinemaScope presentation, the report cited this general conclusion: "Drive-ins running all year around will find it a must due to product shortage if they are running against theatres that have CinemaScope. Seasonal drive-ins in the North may be able to get by a while longer due to backlog of winter product, but even this is questionable."

The report urged distributors to "follow the lead of Warner Brothers and Universal and give the exhibitor the choice of selecting the process he feels he can present. Let's demand," the report continued, "an answer from the distributors as to where we will stand next April regarding types of prints that will be available. We can then make our winter and spring plans on a sound basis."

Three Trailers Won TOA Approval

CHICAGO, Oct. 31. — Three trailers during the past year were recommended for showing by the screening committee of Theatre Owners of America.

The trailers, all of short length recommended to the TOA membership, were for the American Cancer Society, American Heart Association and American Red Cross.

23% brighter CinemaScope pictures with Bausch & Lomb cylindrical anamorphic attachments

...than with prism-type attachments!

Tests prove it . . . here are the facts:

- Higher light transmission (92%) . . . no vignetting . . . for today's easiest-to-see, surest-to-please pictures on theatre or drive-in CinemaScope screen.
- Uniform light—every inch of the full wide screen is part of the perfect CinemaScope picture your patrons will enjoy.
- Exclusive matched lens design for perfect pairing with B&L *f*/1.8 Super Cinephor, world's fastest projection lenses.
- Exclusive complete line, including the only anamorphic lens specially made to match 4″ projection lenses without vignetting.

Visit Bousch & Lomb
Booth 73
at the TESMA SHOW

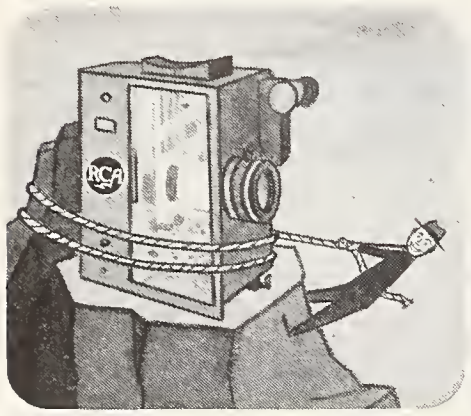
Ask your dealer for actual lens-by-lens comparison proof that Bausch & Lomb is your best bet for big CinemaScope profits. Bausch & Lomb Optical Co., 74135 St. Paul St., Rochester 2, New York. (In Canada: General Theatre Supply, Main Office, Toronto.)

BAUSCH & LOMB

SINCE B&L 1853

AMERICA'S ONLY COMPLETE OPTICAL SOURCE . . . FROM GLASS TO FINISHED PRODUCT

EXHIBITOR'S CORNER



Q. ***HOW CAN YOU GET ROCK-STEADY PROJECTION?***

A. ***The RCA "100" Projector*** has all the rock-steadiness new film processes demand! And features of the RCA "100" assure long, long life, with the barest minimum of operating costs. Automatic lubrication continuously showers all moving parts with oil. Wide—mesh gear train reduces starting and running wear. Nylon pad rollers eliminate all need for lubrication in the operating compartment. Film compartment flood-lighting aids fast, accurate film threading. Full view glass doors on both film and gear compartments permit an easy check on vital mechanism while projector is in action. And on larger, wider screens . . . the RCA "100" delivers all the extra light that's needed for sharpest picture definition.

Q. ***Where can we see the RCA "100" for drive-ins and indoors?***

A. ***Your local independent RCA Theatre Supply Dealer*** can show you all the advantages of this superb projector bearing the RCA name . . . the name that's outstanding in both projection *and* sound. See its rock-steady performance very soon!

RADIO CORPORATION of AMERICA
THEATRE EQUIPMENT
CAMDEN, N. J.

TOA Told of Compo Work, Future Plans

CHICAGO, Oct. 31.—A year of accomplishment by the Council of Motion Picture Organizations, highlighted by elimination of the Federal admissions tax on tickets of less than 50 cents and a reduction of the tax to 10 per cent on others, is reviewed in the report of Sam Pinanski, member of the COMPO governing triumvirate, for the Theatre Owners of America convention here.

Pinanski listed the following as other outstanding achievements of COMPO during the past year:

¶ Betterment of Industry relations with Congressmen and Federal officials;

¶ A change for the better in public and press attitudes toward the industry and its product;

¶ Injection of a "certain semblance of unity into an industry which for years has been torn apart by dissension."

Pinanski's report said that as a result of the successful campaign against the Federal tax, 9,288 theatres were freed of the entire Federal tax, and 8,677 others have had their Federal tax reduced by 50%. This has given the theatres an additional annual income of $122,500,000, Pinanski said.

On the basis of this achievement alone, his report states, COMPO deserves the continued support of TOA.

Political Activity Urged

The report urges exhibitors to keep in touch with their Federal representatives who aided the anti-tax effort, now that those men are at home for the election period. It also describes the assistance COMPO can give to theatres which may be threatened with state or local taxation, but reminds that COMPO lacks the facilities to engage itself in local tax battles.

The report says 6,300 dues-paying members of COMPO were sent details of the proposed group insurance plan with requests for expressions on the plan. Of 1,100 replies received by Oct. 1, he said, 650 favored the plan and represented more than 6,000 employes, or far more than the minimum needed to put the plan in operation.

Working on Poll

Pinanski's report revealed that COMPO's plan for a national audience poll to select top film players of the year requires sponsorship within the industry, which is now being sought. The plan calls for the first balloting to be held Jan. 1-15 on pictures released this year. It is hoped that at least 5,000 theatres would participate if the plan is effectuated.

The report also reviews the series of ads inserted by COMPO in "Editor & Publisher," observing that Pinanski believes they contributed much to the changed press attitude toward the industry and films. The effort to maintain good press relations, he discloses, is being encouraged on the state, and regional level in the industry.

Predicts Attendance Jump

For the future, he believes that COMPO, armed with research information, can show the way to attendance increases and to more orderly technological development within the industry.

1.66 Report

(Continued from page 1)

1 ratio is too severe and that it does not provide enough height for the average theatre," but advised that "somewhere between 2.55 to 1 and 2 to 1 would be more practical."

The co-chairmen of the group, in reporting on the many new innovations which have occurred during the past year insofar as equipment, revealed that some quarters suggest the aspect ratios of 2.20 or 2.40 to 1 as suitable for the average house.

Points to Improvements

Many controversies have arisen as to the merits of different types of screens, lenses and sound equipment, the committee reported. "In regard to screens, there are many types and there have been considerable improvements made during the past year," the committee said. "Some theatremen claim that the seams do not annoy the patron at all, but there are just as many who would not have a seamed screen in the theatre even at the risk of some loss of light," the co-chairmen said.

In reporting on lenses, the committee revealed, that while the many types which have been received by theatremen with various opinions, it is the opinion of the majority that the cylindrical anamorphic lenses gives the best light and the prismatic type lenses are doing a satisfactory job in the small to medium size indoor theatre. However, the prismatic type lenses do not give sufficient light for drive-in use where they have been found almost a 25 per cent difference, the group said.

Discussion Subjects Outlined

The committee stated that there are many other items for discussion such as the merits of the magnetic against optical sound reproduction, the various types of primary lenses, and the reflectability of metal mirrors versus glass. "There are discussions taking place also to the merits of push back seats versus stationary ones, and the merits of electric hand driers against paper towels, and many other items too numerous to mention," the co-chairmen reported.

The forum on "new processes and equipment," which will be held on Wednesday, will discuss many items of interest to exhibitors, the committee said.

Brooks Joins Wallis

HOLLYWOOD, Oct. 31.—Gene Brooks has been assigned as head of publicity for Hal Wallis Productions at Paramount. Brooks was film project officer for Hal Wallis' "Cease Fire" while on duty with the Army in Korea where the picture was filmed last year.

'Leila' to DCA

Fred Schwartz' Distributors Corp. of America will distribute "Leila," Bernard Luber's production based on the life of George Sand. Olivia de Havilland will play the title role and production will start in France and England next summer.

Dual Detroit Policy

DETROIT, Oct. 31.—The Studio and Coronet Theatres are inaugurating a policy of first-run art and foreign films to be played day and date commencing with Thanksgiving Day.

Coverage

Martin Quigley, Jr., editor of "Motion Picture Herald"; Al Steen, news editor of Motion Picture Daily; George Schutz, editor of "Better Theatres," and Ray Gallo, advertising manager of "Better Theatres," are in Chicago this week at the joint conventions of Theatre Owners of America, Theatre Equipment Supply Manufacturers Ass'n, Theatre Equipment Dealers Ass'n, and the International Popcorn Ass'n at the Conrad Hilton Hotel.

Also representing Quigley Publications at the conventions and trade shows is Jerry Field, resident Chicago editorial representative of Quigley Publications.

Fire Rates

(Continued from page 1)

tically prohibitive rates of $3.00 per hundred. "Substantially lower rates are due the theatre owner and would give him a protection virtually unobtainable at present," he said. The current high values in film might make this matter well worth investigating with the individual bureaus, and theatre men, acting in unison through their organizations could bring great pressure to bear on their rating associations, Martin concluded in his report.

Frisch and Anderson reported that fire insurance rates in the New York area were based solely on the building code provisions relating to construction of the building, as well as the experience of losses from fires. At no time has the fire insurance rate ever been influenced by the fact that the theatres were using nitrate film, they said.

The New England report indicated that the use of film in itself, whether safety or non-safety, has not materially contributed to the fire record. It would appear that the overwhelming majority of cases causing fire losses in theatres arise out of the smoking habit, they reported.

Grainger in Chicago

CHICAGO, Oct. 31.—J. R. Grainger, president of RKO Pictures, arrived over the week-end from Hollywood to attend the TOA convention and to address a sales conference tomorrow on "Hansel and Gretel." Grainger will be joined by Edward L. Walton, executive assistant, and Herbert H. Greenblatt, domestic sales manager.

MITCHELL MAY, Jr. CO., INC.
INSURANCE
•
Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

16mm. Business Is Good Picker Says

The 16mm. film business throughout the world, especially in Siam, is very good, it was reported by Arnold M. Picker, United Artists vice-president in charge of foreign sales, at the weekend. Siamese exhibitors project a film blacking out foreign dialogue as three actors, in an enclosed booth, transmit the dialogue in the native language, he said.

Midwest

(*Continued from page* 1)

ture were Walter Reade, Jr., president; Alfred Starr, chairman of the board; Herman Levy, executive counsel; George Kerasotes of United Theatres of Illinois, and Roy Cooper, TOA board official from San Francisco. Also present, but not speaking, was Al Foreman of TOA's Oregon unit.

The only actual plea for formation of a new organization was voiced by Eddie Ruben during the informal question-and-answer period, which occupied more than half of the four-hour luncheon meeting. Ruben, touching briefly on the earlier history of exhibition and its problems with distribution, urged the formation of regional units in Minnesota, Wisconsin and the Dakotas "with a central office in the Twin Cities to carry out policies decided in the field and not run by one or two men and tied in with a strong national organization."

Two Questions Posed

The two big questions posed by many of the exhibitors who accepted the Field-Ruben invitation to the meeting were: "What does TOA offer in answer to exhibitor problems that Allied does not," and "Is not the answer a merger between the two exhibitor groups rather than the formation of a new and separate organization."

Both in his opening speech and in the later question-and-answer period, Reade answered both by pointing out that TOA was already carrying on consultations with distribution sales managers on sales policies and that for more than three years the organization has suggested closer cooperation with Allied.

Starr, who said that exhibition was "in a most precarious position," said that Allied's position was logical and "echoed a spirit of economic desperation," adding "If we are smart, if we can get together, common sense and united action can save us."

Adleman

(*Continued from page* 1)

Guys in each of Variety's 45 tents with the office of the international Press Guy, Ben Goffstein of Las Vegas, and to arrange for national news coverage of Variety events.

FILMACK ANNOUNCEMENT TRAILERS
1327 So. Wabash Chicago 5, Illinois
630 Ninth Ave. New York, N.Y.
For 35 Years the Leaders
1st IN SERVICE AND QUALITY
With Showmen Everywhere!

'Era of Prosperity' Predicted for Industry

(*Continued from page* 1)

from six-week tours of the Orient and Far East where they met "face to face" with exhibitors, company personnel and government officials and extended the UA 35th anniversary celebration through 1954. Youngstein returned a short time ago from a European trip concerning "The Barefoot Contessa" and other UA releases and will leave this week for West Coast conferences with producers. Benjamin has been here "minding the store."

Welcomed in Far East

The UA president, in reporting on his tour and the warm receptions which he had received in the Far East, said: "Every time I am away on a trip, the UA billings increase. During this six-week trip, the UA billings totalled $7,000,000 and I must revise upward my previous estimate of $40,000,000 for 1954 by "several millions." The U.S. and Canada billings should be in the neighborhood of $26,000,000 by the end of the year."

Business throughout the Far East is very prosperous, Krim said, citing the case of one Manila exhibitor who yanked out the last five rows of seats in his theatre so that more standees could attend performances. "This exhibitor informed me that he has had at times, 2,000 patrons for a performance in his 900 seat theatre," he said.

American product, throughout the world, is still the champion at the box office except in some small instances where native product is very popular, he said. "Despite the economic difficulties and problems, and native industry pressure on governments, the people support U.S. pictures more than any other imported product," the distribution head stated.

"Every country in the Far East has some sort of a native motion picture industry and all have hopes of having their product exported to America," Krim said. "UA is now exploring the possibility of importing these foreign films but we realize that a film must have some sort of appeal to an American audience," he said. Krim revealed that within a short time, the company, will release an Indian production, "The Tiger and the Flame," and a Philippine produced picture, "Ghengis Kahn."

Commenting on possible co-production deals with Far East producers, Krim cited the modern, up-to-date film studios and stated, "The machinery is there, but the story must come first." He said that the company would like to enter into co-production arrangements such as those made on "African Queen," "Moulin Rouge," and "The Barefoot Contessa."

Picker Urges 'Getting About'

Picker, who also reported on the general industry business in the cities he covered during his six-week tour, said that "more U.S. industry executives should get about in order to get a better understanding of the world film situation." It is expected that Picker, who left at the weekend for London, will visit about 90 per cent of all UA foreign offices by the end of the year.

"There is a tremendous prosperity throughout the world not only for U.S. product but also for foreign films," Picker said. This prosperity, in some areas, is hindered by low admission prices, but in general, more theatres are being constructed and many old houses are being remodelled and recondition, he said. Asked if UA will build or operate any theatres outside the United States, Picker said "no." UA operates only the Pavilion in London.

Sees CinemaScope Popular

Commenting on the success of CinemaScope in the Far East and the interest with which exhibitors are apparently awaiting VistaVision, Picker said that as of Jan. 1, 1955, United Artists product will be played on the Kerridge-Odean circuit in New Zealand, switching from the Amalgamated circuit. The reason for the transfer, Picker said, was the modern equipment in the houses and anticipated larger returns.

Questioned about subscriber television and the company's attitude towards the toll-TV. Benjamin and Youngstein both stated "no comment."

The executives also disclosed that UA will have some VistaVision product for release shortly and forthcoming CinemaScope films are "The Kentuckian," "Gentlemen Marry Brunettes," and possibly "Alexander, The Great," in that medium. "Vera Cruz" will be the company's first Superscope release.

UA's 'Apache' Is Top U.S. Earner

Hecht - Lancaster Productions "Apache" is the biggest domestic money earner for United Artists thus far with the film grossing by the end of 1954 an estimated $3,500,000, Arthur Krim, UA president, disclosed at the weekend.

Rename Daley

TORONTO, Oct. 31.—T. S. Daley, manager of the Famous Players' University Theatre, Toronto, has again been named general chairman for the awards dinner of the Canadian Picture Pioneers, the function this year being scheduled for Nov. 25 at the King Edward Hotel. Dan Krendel of Famous Players head office is in charge of the advance sale of banquet tickets totalling 600.

'Scope to Drive-In

CLEVELAND, Oct. 31.—First drive-in CinemaScope installation in the Greater Cleveland area has opened at the East Side Drive-In, a unit of the Phil Smith circuit. The new, wide screen measures 165 ft. by 48 ft. Opening picture in the new medium was "River of No Return."

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

TONIGHT'S THE NIGHT
(Color)
Barry Fitzgerald
Yvonne DeCarlo
David Niven
C—90 min.
(Release 10/24/54)

TARGET EARTH
Richard Oenning
Virginia Grey
D—(5503)
(Release 11/7/54)

KETCHIKAN
Mark Stevens
Joan Vohs
Martha Hyer
D—(5504)
(Release 11/21/54)

COLUMBIA

(Oct. Releases)

ON THE WATERFRONT
Marlon Brando
Eva Marie Saint
Karl Malden
Lee J. Cobb
D—108 min.
(Rev. 7/9/54)

THREE HOURS TO KILL
(Color)
Oana Andrews
Oonna Reed
Dianne Foster
D—77 min.
(Rev. 9/10/54)

(Re-Release)
MISS GRANT TAKES RICHMOND
Lucille Ball
William Holden
Janis Carter
James Gleason
C—87 min.
(Rev. 9/22/49)

(Nov. Releases)

THE BLACK KNIGHT
(Color)
Alan Ladd
Patricia Medina
AD—85 min.
(Rev. 10/20/54)

FIRE OVER AFRICA
(Color)
Maureen O'Hara
MacOonald Carey
D—84 min.
(Rev. 10/5/54)

THE AFFAIRS OF MESSALINA
Maria Felix
Georges Marchal
106 min.

CANNIBAL ATTACK
Johnny Weissmuller
Judy Walsh
David Bruce
Kimba

LIPPERT

LIFE WITH THE LYONS
Bebe Daniels
Ben Lyon
D—
(Release 10/1/54)

DEADLY GAME
Lloyd Bridges
Simone Silva
D—(5402)
(Release 10/8/54)

THE SIEGE
Special Cast
D—(5323)
(Release 11/5/54)

M-G-M

ROGUE COP
Robert Taylor
Janet Leigh
George Raft
D—92 min.
(Rev. 9/1/54)
(Release 10/8/54)

BEAU BRUMMELL
(Color)
Stewart Granger
Elizabeth Taylor
D—107 min.
(Rev. 10/6/54)
(Release 10/22/54)

(Re-issue)
A WOMAN'S FACE
Joan Crawford
Melvin Douglas
D—105
(Rev. 5/6/41)
(Release 10/15/54)

(Re-issue)
DR. JEKYLL AND MR. HYDE
Lana Turner
Ingrid Bergman
Spencer Tracy
D-127
(Rev. 7/22/41)
(Release 10/15/54)

ATHENA
(Color)
Jane Powell
Debbie Reynolds
Vic Damone
Edmond Purdom
M-119 min.
(Release 11/5/54)
CS-Ss, Ms, Os

THE LAST TIME I SAW PARIS
(Color)
Elizabeth Taylor
Van Johnson
128 Min.
(Release 11/19/54)

(Re-issue)
TARZAN AND THE APE MAN
Johnny Weissmuller
Maureen O'Sullivan
(Rev. 3/26/32)
(Release 11/12/54)

(Re-issue)
TARZAN ESCAPES
Johnny Weissmuller
Maureen O'Sullivan
(Rev. 10/26/36)
(Release 11/12/54)

PARA.

(Oct. Releases)

SABRINA
William Holden
Audrey Hepburn
Humphrey Bogart
C—113 min.
(Rev. 8/2/54)

(Re-issue)

REAP THE WILD WIND
(Color)
John Wayne
Susan Hayward
Ray Milland
Paulette Goddard
D—124 min.
(Rev. 9/19/42)

(Nov. Releases)

WHITE CHRISTMAS
(Color)
Bing Crosby
Danny Kaye
Rosemary Clooney
Vera-Allen
M—120 min.
(Rev. 8/27/54)
VV

REPUBLIC

MAKE HASTE TO LIVE
Dorothy McGuire
Stephen McNally
Mary Murphy
D—90 min.
(Rev. 4/1/54)
(Release 8/1/54)

JOHNNY GUITAR
(Color)
Joan Crawford
Sterling Hayden
Mercedes McCambridge
Scott Brady
D—110 min.
(Rev. 5/5/54)
(Release 8/23/54)

THE OUTCAST
John Derek
Joan Evans
D—90 min.
(Release 8/23/54)

ROOGIE'S BUMP
Robert Marriot
Ruth Warrick
B'klyn Oodgers
C—71 min.—(5310)
(Rev. 9/16/54)
(Release 8/25/54)

TOBOR THE GREAT
Charles Drake
Karin Booth
SF—77 min.—(5309)
(Rev. 8/31/54)
(Release 9/1/54)

THE SHANGHAI STORY
Ruth Roman
Edmond O'Brien
D—90 min.—(5311)
(Rev. 9/24/54)
(Release 9/1/54)

RKO

PASSION
(Color)
Cornel Wilde
Yvonne De Carlo
D—84 min.
(Release 10/6/54)
(Rev. 10/7/54)
SA—Os

THIS IS MY LOVE
(Color)
Linda Darnell
Rick Jason
Dan Duryea
Faith Domergue
D—91 min.
(Rev. 9/30/54)
(Release 11/11/54)

CATTLE QUEEN OF MONTANA
(Color)
Barbara Stanwyck
Ronald Reagan
Gene Evans
Lance Fuller
(Release 11/18/54)

20TH-FOX

(Oct. Releases)

A WOMAN'S WORLD
(Color)
Clifton Webb
June Allyson
Fred MacMurray
Cornel Wilde
Lauren Bacall
Van Heflin
Arlene Dahl
C—92 min.
(Rev. 9/29/54)
CS—Ss, Ms or Os

CARMEN JONES
(Color)
Harry Belafonte
Pearl Bailey
Dorothy Oandridge
MD—107 min.
(Rev. 9/30/54)
CS—Ss, Ms or Os

THE ADVENTURES OF HAJJI BABA
(Color)
Elaine Stewart
John Derek
(Rev. 10/7/54)
D—94 min.
CS—Ss, Ms or Os

(Nov. Releases)

THE BLACK WIDOW
(Color)
Ginger Rogers
Van Heflin
Gene Tierney
George Raft
CS-Ss, Ms or Os

DESIREE
(Color)
Marlon Brando
Jean Simmons
Merle Oberon
Michael Rennie
Cs-Ss, Ms or Os

UNITED ARTISTS

(Oct. Releases)

THE BAREFOOT CONTESSA
(Color)
Humphrey Bogart
Ava Gardner
Edmond O'Brien
D—128 min.
(Rev. 9/27/54)
Cs-Ss, Ms, Os

SITTING BULL
(Color)
Oale Robertson
Mary Murphy
J. Carrol Naish
WD—105 min.
(Rev. 9/8/54)
CS—Ss, Os

THE LITTLE KIONAPPERS
Jon Whitely
Vincent Winter
Duncan MacCrea
D—93 min.
(Rev. 8/18/54)

OPERATION MANHUNT
Harry Townes
Jacques Aubuchon
D—77 min.

(Nov. Releases

TWIST OF FATE
Ginger Rogers
Jacques Bergerac
D—89 min.

SHIELD FOR MURDER
Edmond O'Brien
John Agar
D—80 min.

THE WHITE ORCHARD
(Color)
William Lundigan
Peggie Castle
A—81 min.

YOU KNOW WHAT SAILORS ARE
(Color)
Akim Tamiroff
Donald Sinden
89 min.

SNOW CREATURE
Paul Langton
Leslie Oenison
70 min.

UNIV.-INT'L

(Oct. Releases)

NAKED ALIBI
Sterling Hayden
Gloria Grahame
D—86 min.
(Rev. 8/26/54)

WEST OF ZANZIBAR
(Color)
Anthony Steel
Sheila Sim
D—

(Nov. Releases)

BENGEL BRIGADE
(Color)
Rock Hudson
Arlene Dahl
Ursula Thiess
(Rev. 10/22/54
A—87 min.

FOUR GUNS TO THE BORDER
(Color)
Rory Calhoun
Coleen Miller
George Nader
(Rev. 9/2/54)
W—83 min.

RICOCHET ROMANCE
Marjorie Main
Chill Wills
Rudy Vallee
C—80 min.

WARNERS

A STAR IS BORN
(Color)
Judy Garland
James Mason
Jack Carson
MD—182 min.
(Rev. 9/29/54)
(Release 10/16/54)
CS—Ss

ORUM BEAT
(Color)
Alan Ladd
Audrey Dalton
Marisa Pavan
D—
(Release 11/13/54)
CS-Ss

TRACK OF THE CAT
(Color)
Robert Mitchum
Diana Lynn
Tab Hunter
(Release 11/27/54)
CS-Ss

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

Hollywood

By Samuel D. Berns

INCIDENTALLY: Aloha to Sam Goldwyn. That Honolulu vacation has him primed for "Guys and Dolls."... Televised presentation of a plaque, honoring VistaVision, to Y. Frank Freeman by Vision Conservation Institute, marked opening night ceremonies for West Coast premiere of "White Christmas."... Hecht-Lancaster's new expansion and financing program worth a halo from both exhibitors and indie producers.... If Italy can't find a spot for Warners' 20-ton Horse of Troy, it might make a good attraction alongside Atlantic City's Elephant Hotel.... Mark Robson has gone Continental. Won't be back 'til Christmas.... Rex Allen lassoed a deal in Scotland to make "Cowboy in Kilts."... Nick Ray moved to the "Star Is Born" lot for a director's assignment.... Screenwriter Ketti Frings and Jose Ferrer hot on "Jallopy" as a project to follow "The Shrike."... Sam Bischoff with six pictures on the slate for Allied Artists is still headquartering on the RKO-Pathe lot.... Dan O'Herlihy, a great "Robinson Crusoe," signed for U-I's "The Purple Mask" on Friday. Superstitious?... Doug Fairbanks, Jr., will trot to Turkey to film a story of Kemal Ataturk. Plenty of free extras and soldiers on hand for the father of the Turkish Republic.

□ □ □

William Campbell caught our eye in "The High and the Mighty" and we're mighty glad for his break with the Caryl Chessman role in Columbia's "Cell 2455."... Glenn Ford chalks up the important lead in MGM's "Blackboard Jungle."... There's a shortage of music mixer technicians around town.... The "chips" are down at Paramount with Jimmy Dorsey's daughter, Julie, and Joel McCrea's boy, Jode, making debuts in Pine-Thomas's "Lucy Gallant."... New Hollywood Format: Open the film with a Dimitri Tiomkin-Ned Washington title tune. To wit—"High Noon," "High and the Mighty," "Hajji Baba," and now "Strange Lady In Town."... Lippert will give the marquees "Shock" instead of the title "Quartermass Experiment."... Lauren Bacall is wrapped up for Wayne-Fellows "Blood Alley."... Charles Marquis Warren will add a producer credit to his writing and directing talents when he visits our British cousins next year to make "The Long Swords" and "The Norman." Jack Palance will favor William the Conqueror in the latter.

□ □ □

FRANK O. PINYONS: Hall Bartlett symbolizes the industry's new spirit and new crop of indie film makers... Dick Walsh sees no harm in foreign production if it means a foreign currency tie-in to make the film, or authentic backgrounds demanded by the script... Fred Schwartz claims TV will prove greatest boon to theatres—just as radio brought about the phenomenal success of the record industry.... Peter Ustinov is sensational in "Beau Brummell." Can't wait to catch him in Paramount's "We're No Angels"... "Music By Duchin," the story of Eddie Duchin, has enough story heart and music to give Columbia a matching vehicle for U-I's "Glenn Miller Story"... Paramount is holding back on "Country Girl" for Academy reasons... Chuck Connors' batting average on picture assignments is getting to look better than his former baseball record with the L.A. Angels... 75-year old Walter Hampden deserves some special testimonial for his top-notch thesping and active schedule which has him in "Sabrina," "Silver Chalice," "Prodigal Son" and "Strange Lady In Town"—and an ABC-TV show... Marge and Gower Champion will double their film importance after they return from that 77-cities tour in Paul Gregory's legit musical, "Three For Tonite"... J. K. Friedrich's religious feature, "Day of Triumph," could put live tableau prologues back in vogue... Sinatra's stint in "Suddenly" was a worthy hitch hike to the Nathan Detroit role in Goldwyn's "G's and D's"... Charlton Heston in DeMille's "Ten Commandments" should look great as Moses in the "rushes".

□ □ □

DRUM BEATERS: Highest paid song plugger in the business, Irving Berlin,—on pitch with "White Christmas."... George Jessel will m.c. the Publicists 8th annual Panhandle Dinner.... Benny, Cantor, Hope, Crosby, Kaye, Marx and Webb are a few of the reliables who recorded an appeal for the Boy Scouts Youth Program Fund.... *Drum Majorettes:* Patricia Medina making personals on "The Black Knight"; Jan Sterling barking for "Human Jungle" in the hinterlands; and Jane Russell packing for RKO's pot o'gold at the beginning of "Underwater!"

N-E-W-S...

like the wind, it keeps changing—like the wind, it affects the course you steer...

Keeping abreast of the trade news is a daily "must" for the alert-minded, active members of this industry. They are the men and women who are conscious of the fact that events of today shape the course to steer for tomorrow. They keep constantly informed about what goes on, and why. They know the news while it IS news!

To obtain and bring that news to you promptly MOTION PICTURE DAILY has the advantage of the largest national and international news-gathering organization in the industry—and the personnel with the know-how to sift and evaluate realistically.

Atop the front page each day, adjoining the name-plate of the paper, is the assurance that you have before you "All The News That Is News... Concise And To The Point." We are mindful of the value of your business-day reading time.

Every issue of MOTION PICTURE DAILY is edited as though our reputation depends on it. As a matter of fact, we consider that it does.

Xmas sometimes comes early in New York...

"Hansel and Gretel" broke every attendance record at the Broadway Theatre, N.Y., grossing $40,287 in six days!

...and Xmas will come early (and stay late) when you play "Hansel and Gretel", this year's great holiday show!

"Hansel and Gretel" is the miracle that happens only once to the very young...at heart. And all the New York critics and the long lines at the box office must be young at heart, because they agree that "Hansel and Gretel" is great entertainment for everybody.

"A fine film for children . . . should delight fanciful grown-ups, too! Mr. Myerberg's daring has admirably paid off . . . a charming entertainment in both the musical and the novelty line. This picture has the quality of a truly visualized fairy tale."
—Bosley Crowther, New York Times

"It calls for cheers. The Kinemins walk, talk, sing and dance as though they were really alive. Displays an imaginative eye for the picturesque."
—Kate Cameron, Daily News

"Hansel and Gretel" certainly solves the problem of where to take the young ones on a holiday or birthday outing. The elusive spirit of fantasy has been caught with sprightly delicacy that is likely to spread its enchantment over Broadway for many a month."
—Alton Cook, New York World-Telegram

"The picture can be summed up as a very remarkable achievement."
—Archer Winsten, New York Post

"A charming musical fantasy."
—Rose Pelswick, New York Journal-American

"Rises into great and exalted beauty . . . literally sings its way into your heart."
—Jesse Zunser, Cue Magazine

"Amazingly Real. Myerberg has created a wonderful fairy tale that will be loved by all children and many adults. 'Hansel and Gretel' is a masterpiece of mechanical creation that evolves with delightful charm and whimsy."
—Frank Quinn, Daily Mirror

"HANSEL AND GRETEL" WILL BE BACKED BY THE GREATEST MERCHANDISING CAMPAIGN IN MOTION PICTURE HISTORY

168 major tie-ups are now available

MICHAEL MYERBERG presents

HANSEL and GRETEL

Full Length Feature Musical Fantasy
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All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 86 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 3, 1954 TEN CENTS

Plea for Industry Reform Voiced by McGee to TOA

Keynote Address Asks for Exhibition Unity, Easing of Film Terms, Establishment of an Arbitration System and Increased Product

By AL STEEN

CHICAGO, Nov. 1.—A reformation within the industry to correct alleged existing evils with particular emphasis on distribution was prepared here today by Pat McGee, general manager of the Cooper Foundation Theatres of Denver and a vice-president of the Theatre Owners of America. Delivering the keynote address to the annual TOA convention in the Conrad Hilton Hotel, McGee stated that "our entire machinery is outmoded and archaic" and that instead of guessing at things, "the whole industry should join in a giant engineering research and analysis, under neutral direction, such as COMPO."

Pat McGee

McGee covered the entire horizon of the industry and its problems, citing the need for more equitable distribution policies, the existing shortage of product, the necessity for increased production, the need for an arbitration system and the advantages of having a single association representing all exhibitors.

"Since the reasons for the separation between Allied and TOA have long

(*Continued on page 4*)

Election Results

Board Selects Martin as New TOA President

Reade Board Head; Starr Tops Executive Unit

By Staff Correspondent

CHICAGO, Nov. 2.—E. D. Martin of Columbus, Ga., was elected president of Theatre Owners of America by the board of directors.

E. D. Martin

Walter Reade, Jr., retiring president, was elected chairman of the board. Alfred Starr, who formerly was chairman of both the board and the executive committee, was re-named chairman of the latter group. Sam Pinanski was elected

(*Continued on page 6*)

Small-Towners Hit Distribution Policy

By Staff Correspondent

CHICAGO, Nov. 2.—Small town exhibitor-members of Theatre Owners of America raised their voices here last night in protest against distribution trade practices in one of the most militant sessions held by the TOA

(*Continued on page 5*)

RKO Deal for 3 from Kling

HOLLYWOOD, Nov. 2. — David Butler, one of Hollywood's top directors and a vice-president of Kling Picture Corp., will produce and direct three top budget feature films in 1955 for RKO distribution, Robert Eirenberg, president of Kling Studios, said.

The first production of the Kling independent unit is "Miracle at Santa Anita," an original screen story by Robert Harari, which will be filmed for Superscope in Eastman color. Principal photography will start after the first of the year.

Associated in the new company are

(*Continued on page 7*)

Muhl Forms New 'U' Studio Committee

HOLLYWOOD, Nov. 2. — The creation of a new studio executive committee for Universal Pictures was announced here yesterday by Edward Muhl, vice-president for production.

In addition, Muhl announced a number of promotions.

The new executive group, which

(*Continued on page 7*)

Skouras Will Filed In Hollywood Court; Trust Fund Created

By Staff Correspondent

HOLLYWOOD, Nov. 2.—The late Charles P. Skouras' will, filed for probate here in Superior Court, listed his estate as "in excess of $10,000," created a trust in his community interest in certain securities with an income to be payable to his widow, Mrs. Florence L. Skouras, for life, and with the property to go to his three surviving children on her death. They are Mrs. Jack Jungmeyer, Mrs. Margaret L. Curtin, and Charles P. Skouras, Jr. The balance of the estate was left to his widow.

Charles P. Skouras, Jr., George Skouras, Michael Rosenberg and John B. Bertero were named executors and trustees.

To Back Own Production

TOA WILL GO TO GOV'T ON ISSUES

By Staff Correspondent

CHICAGO, Nov. 2.—Theatre Owners of America will go to the government for two purposes:

¶ To ask the Justice Department to review the results of the consent decrees in the Paramount case which were designed to aid exhibitors in order to determine who in the industry is getting the benefits of those decrees, and

¶ To ask for a modification of the decrees to permit all divorced theatre affiliates of production-distribution firms to engage in production of films.

That announcement was made to an

(*Continued on page 6*)

To Hold Industry Ad Meet Nov. 9

Another distribution-exhibition meeting on mutual advertising problems will be held here on Nov. 9.

Attending will be representatives from Theatre Owners of America, sales managers committe of Motion Picture Association of America, and MPAA's advertising-publicity committee.

Plan Memorial To C. P. Skouras

CHICAGO, Nov. 2.—The creation of a fitting memorial to the late Charles P. Skouras was authorized by the board of directors of Theatre Owners of America in session here.

A committee consisting of L. S. Hamm, San Francisco; Elmer Rhoden, Kansas City; and Herman Levy, New Haven, Conn., was named to formulate the memorial plans.

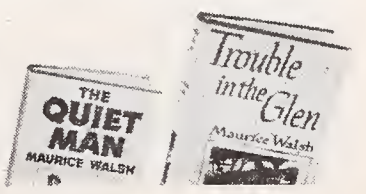
ANOTHER GREAT AUDIENCE HIT FROM REPUBLIC

TROUBLE IN THE GLEN

IN TRUCOLOR

From the author of "THE QUIET MAN"

MAURICE WALSH



Personal Mention

AL LICHTMAN, 20th Century-Fox director of distribution, left here by plane last night for Chicago.

•

ALFRED KATZ, United Artists assistant foreign sales manager, has returned to New York following a seven-week tour of Central and South America.

•

MAURICE SILVERSTEIN, Loew's International regional director in Latin America, has arrived in New York for home office conferences.

•

SOL A. SCHWARTZ, RKO Theatres president, will attend the Theatre Owners of America convention banquet in Chicago tomorrow night.

•

GEORGE CUKOR, director, who arrived in New York on Monday from England, will leave here today for Hollywood.

•

ALEX HARRISON, 20th Century-Fox Western sales manager, will return to New York Friday from Chicago.

•

DORE SCHARY, M-G-M vice-president in charge of production, will leave here Sunday for the Coast.

•

B. G. KRANZE, United Artists general sales manager, will leave here by plane today for Chicago.

•

EDMUND PURDOM will arrive in New York tomorrow from England. He is enroute to Hollywood.

•

S. HUROK, impresario, returned to New York yesterday following a nationwide business trip.

Makelim Executives Going to Chicago

HOLLYWOOD, Nov. 2. — Makelim plan vice-president, John Wolfberg and Midwest manager, Herb Kaufman, will represent the Makelim plan at the TOA meeting, President Makelim has revealed. Makelim said he is unable to attend the Chicago conclave personally due to involvement in pre-production plans.

Makelim said contracts to date aggregate $324,650, and that he anticipates reaching his goal figure of $426,600, average complete negative cost, by the year's end. He expects to be in production by January 15.

Cinema Stamp Club To Meet on Nov. 23

The Cinema Stamp Collectors will have a "Topical Stamp Night" for its meeting on Nov. 23 at the Hotel Astor here under the direction of Allyn H. Wright, vice-president of the American Topical Association.

Herbert Rosen will present his award-winning film-strip "Radio and TV on Stamps." Mrs. Margaret Hackett will exhibit and comment on her international collection of "Coaches on Stamps." Wright will speak about the American Topical Association and its services to collectors.

Eisenhower Praises Troops' Entertainers

HOLLYWOOD, Nov. 2.—President Eisenhower, in a letter to the Hollywood Co-ordinating Committee on the Defense Department's request for stars to make overseas entertainment tours for troops at holiday time, said:

"I have personally seen on innumerable occasions the tremendous good that comes from these visits by well known and universally admired personalities of Hollywood. It is my earnest hope that it will be possible for stars to give again the gift which only they can take to the Armed Forces abroad."

Schwartz Announces 9 Features from DCA In Next 3 Years

CHICAGO, Nov. 2.—Fred Schwartz, president of Distributors Corporation of America, yesterday announced nine quality feature films that DCA will produce and distribute within the next three years. The announcement came at the Theatre Owners of American Convention here.

In response to exhibitors' interest in the films that the newly organized DCA was planning, Mr. Schwartz said that production will be on a world-wide scale, and named the nine films now being readied for distribution. They are:

"Lelia," starring Olivia de Havilland, produced by Bernard Luber, and written by Orin Jannings; "I Am a Camera," a Moulin Production starring Julie Harris, Shelly Winters, and Laurence Harvey; "The Viking," to be done with Milo Frank, and to be filmed in Scandinavia; "The Way We Are," starring Joan Crawford, to be produced by Robert Aldrich.

'Finian's Rainbow' Included

Also "Finian's Rainbow," to be done as a feature cartoon; "The Survivors," to be produced by the Boulting Brothers; "Hunters of the Deep," a story of an underwater adventure; a still untitled Bella and Sam Spewack film, and "Long John Silver," starring Robert Newton and produced by Joseph Kaufman. "Long John Silver" is now being readied as the first DCA release.

Approximately $1,000,000 has been subscribed by exhibitors to DCA, Schwartz revealed here following a meeting with delegates to the TOA convention. A number of exhibitors subscribed following the session.

While the original million-dollar capitalization goal has been reached, additional pledges are sought, although the money may not be needed, Schwartz said.

Edward F. Medley

PORTLAND, Ore., Nov. 2.—Edward F. Medley, 71, for many years associated with the late Capt. Austin E. Lathrop, motion picture owner-operator of several Alaska theatres, died here of a heart ailment.

Seek to Upset New Dykman Decision

A writ of mandamus, seeking to upset the New Dykman Theatre ruling of the Federal District court here, has been filed in the Circuit Court of Appeals.

The writ, entered by William Gold, attorney for the plaintiff, New Dykman Theatre Corp., sought a reversal of Federal District Court Justice Dawson's decision, regarded in many industry circles here as precedent-making. In his September decision, Justice Dawson called upon the defendant to "particularize" his anti-trust complaints and set the "bounds of permissable discovery."

Asks Reinstatement

In the appeal, the plaintiff asked the higher court to reinstate the complaint, stricken by Justice Dawson in its original form as being in a large measure irrelevant. The plaintiff contended that Justice Dawson limited the area of conspiracy that could be charged against the film companies, arguing that by doing this the District court refused jurisdiction of the complaint. It was the plaintiff's position in the writ that the Paramount case conspiracy has continued despite the consent decree and that the plaintiff should not be limited to charges on or after October, 1953, when the New Dykman Theatre opened.

In the $324,000 suit, the following were listed as defendants: RKO Theatres, RKO Radio Pictures, Warner Brothers Pictures, Stanley Warner, 20th Century-Fox and Universal.

Seen Precedent-Making

The pre-trial hearing as set forth in the decision was considered without precedent with the possibility that such a procedure may become the regular practice of the District court here. The plaintiff, instead of filing an amended complaint, sought redress in the Circuit Court of Appeals.

NYC Theatres to File Tax Appeal Friday

New York City exhibitor attorneys will file briefs on Friday appealing the Oct. 8 decision of Supreme Court Justice Percy D. Stoddart in the current suit against the city's five per cent admission tax, according to Loew's Theatres attorney Thomas Bress.

The theatremen's appeal which will be filed in the Appellate Division, Second Part, Brooklyn, will contend, Bress said, that the city levy is in excess of the five per cent authorized by the State Enabling Act of 1947; and that it is inconsistent and contradictory to a prior Administration Code provision.

Corporation Counsel Upheld

Justice Stoddart's decision in the motion for summary judgment upheld Assistant Corporation Counsel Stanley Buchsbaum, who represents New York City in the suit. The order, however, preserved the prior injunction order of Supreme Court Justice Nicholas M. Pette until a decision has been made on the appeal. It allows exhibitors in the five boroughs of the city to withold the tax breakage from the City Tax Collector.

Essoldo Circuit Resigns from CEA, Following Rank Lead

By PETER BURNUP

LONDON, Nov. 2. — Sol Sheckman's Essoldo Circuit embracing 171 theatres has followed the Rank Organisation and withdrawn from the Cinematograph Exhibitors Association.

In a letter to C.E.A.'s general secretary Walter Fuller, Sheckman says: "You are no doubt aware that for some considerable time I have been dissatisfied with the policy of the CEA in so far as it affects independent exhibitors."

The letter complains also of the way in which the new scale of Eady levy was negotiated and says that Essoldo will pay the new rate "under protest."

Granada Circuit's Cecil Bernstein also has protested C.E.A.'s handling of the Eady Levy but has made no announcement in regard to its C.E.A. membership.

Meanwhile, trade unity on the new Eady Levy still is lacking. Another effort to reach agreement is scheduled to be made at another meeting on Thursday. Failure may result in the government imposing a statutory levy, which the trade has sought to avoid through its efforts to agree on a voluntary one.

Cinema Lodge Marks 15th Year on Nov. 23

New York's Cinema Lodge of B'nai B'rith will mark the 15th anniversary of its founding with a Charter Night at the Hotel Astor on Nov. 23 at which past presidents of the lodge will be honored, it is announced yesterday by Burton E. Robbins, president.

The winner of the 1954 Cadillac sedan being awarded by the Lodge in its current fund raising drive will be announced at the meeting.

Max E. Youngstein, chairman of Cinema's current fund-raising drive and a vice-president of the Lodge, will preside at the meeting.

Among the past presidents scheduled to be honored are Alfred W. Schwalberg, first president and honorary president; Arthur Israel, Jr., Irving Greenfield, Adolph Schimel, Al Senft, Jack H. Levin, S. Arthur Glixon, Robert M. Weitman, Saul E. Rogers and Martin Levine.

Trent Named Acting Altec Branch Head

Shell Trent, Altec field representative in the New York area since 1947, has been appointed acting branch manager of Altec's Northeast division, succeeding Ralph Kautzky, who was recently appointed acting division manager, it was announced yesterday by C. S. Perkins, the organization's operating manager.

Trent, who will assume his new duties immediately, is a veteran in the field of theatre sound service. He contributed much of his technical knowledge to many of the CinemaScope stereophonic installations which marked the premiere of "The Robe."

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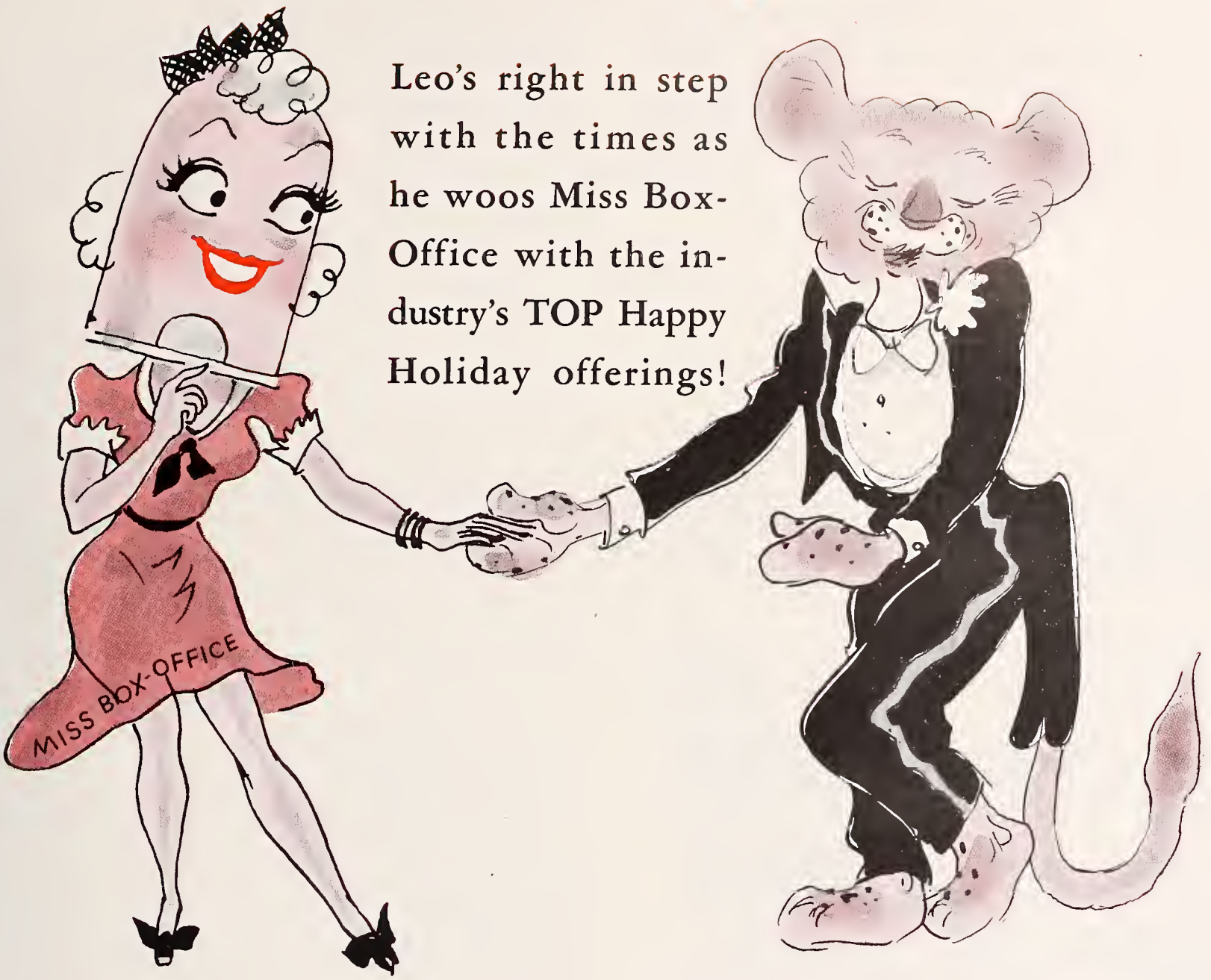
"They're doing the "MAMBO!"



Leo's right in step with the times as he woos Miss Box-Office with the industry's TOP Happy Holiday offerings!

THANKSGIVING WHIRL!

Tops for Top Receipts!

"THE LAST TIME I SAW PARIS" (Tech.)

M-G-M presents • Color by Technicolor • "THE LAST TIME I SAW PARIS" starring Elizabeth Taylor • Van Johnson Walter Pidgeon • Donna Reed • with Eva Gabor • Kurt Kasznar Screen Play by Julius J. & Philip G. Epstein and Richard Brooks • Based on a Story by F. Scott Fitzgerald • Directed by Richard Brooks • Produced by Jack Cummings

★

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)

CHRISTMAS-NEW YEARS REVEL!

For the Big Money!

"DEEP IN MY HEART" (Color)

M-G-M presents "DEEP IN MY HEART" starring Jose Ferrer Merle Oberon • Helen Traubel • and Guest Stars: Walter Pidgeon • Paul Henreid • Rosemary Clooney • Gene & Fred Kelly Jane Powell • Vic Damone • Ann Miller • Cyd Charisse • Howard Keel • Tony Martin • with Doe Avedon • Tamara Toumanova Paul Stewart • Isobel Elsom • William Olvis • James Mitchell Screen Play by Leonard Spigelgass • From the Book by Elliott Arnold • Based on the Life and the Melodies of Sigmund Romberg • Photographed in Eastman Color • Print by Technicolor • Directed by Stanley Donen • Produced by Roger Edens

★

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)

McGee Outlines Program for Industry Reform

Urges 'Action Committee' to Aid Producers

(Continued from page 1)

since disappeared," McGee said, "these and other exhibitor organizations should unite. A single theatre group, in which no one will lose his identity, would pool our manpower and resources to further our mutual interests. There are no stumbling blocks that I can see. Indeed, the areas of agreement are large and we should take steps to bring this about quickly."

Referring to the cry by both associations for more product, McGee suggested that an action committee be appointed, headed by a single executive of experience who would be empowered to explore methods of financing those producers who need it, methods of assuring more efficient distribution and methods of increasing production in general." The time for conversation is past, he said. "When the machinery is ready, we must then back it with playdates and with money. Once having set forth on these objectives, we must pursue them relentlessly."

McGee stated that one of the by-products of the admission tax cut campaign's research and probing was the "startling realization" that nowhere in the industry could be found leadership and statesmanship in the true sense of the word. Instead of statesmanship, McGee asserted, "we found in all branches of the industry, people working for their own interests to the exclusion of all other interests." Because producers and distributors are few in number and deal in millions, exhibitors have expected them to be looking out for the interests of the industry rather than confining themselves exclusively to their own interests.

"In short," McGee said, "we expected them to exercise what Leonard Goldenson called 'enlightened self interest.' I am sorry that it is lacking in a major degree."

McGee admitted there were exceptions, pointing to Spyros Skouras' gamble on CinemaScope and stereophonic sound as statesmanship of a high order. Having taken the risk, his company is entitled to the benefits, McGee said, adding that "not all of us agree that all his methods suited us, but you cannot take away the fact that he was doing something for the entire industry." McGee said that this also was a good time to thank M-G-M for the assistance provided by Dore Schary and Herman Hoffman in producing special film for the tax effort.

Stating that from 1946 to the present there has been a steady decline in theatre attendance, McGee said "we are not out of the woods as an industry." In the face of increased results in major cities, 80 per cent of the theatres today are showing seven per cent less attendance than last year, and the dollar volume, including $123,000,000 provided by tax relief, has not increased materially, "and this despite all the greatly increased earnings by the few big pictures about which you read in the trade papers."

Sees 'Tremendous Selling Job'

In his own circuit, McGee said, attendance is seven-and-a-half per cent below a year ago, while the dollar volume has increased six per cent, "which should have been a 12½ per cent increase, based on the fact that we have a net saving of 12½ per cent on the excise tax. With increased film rentals of five to 10 per cent, you can see what happens to the profits."

Television and the fewer number of pictures have been factors which got the people out of the habit of going to the theatre, McGee said. As an industry, he continued, "we have a tremendous selling job to get more people into the theatres and this job will not be done by relying on a few big pictures at increased admission prices."

McGee declared that the apparent distributors' policy of fewer but better pictures is not the answer and that "such a policy eventually will kill us." The problems stemming from long first-runs, increased admission prices and fewer pictures have milked the subsequent runs' potentials, McGee said, stressing that "these problems could be cured quickly with a larger supply of good pictures."

If it is impossible for producers to supply added product, McGee said, "then we must face another fact proclaimed by producers and distributors that 5,000 to 8,000 theatres in the country must close." McGee said that friends of his in distribution have actually said that they are reconciled to the loss of 5,000 additional theatres," a situation which McGee branded as "heartbreaking." If a third of the theatres close, he declared, the industry, as constituted today, cannot survive.

"Distributors have watched the key center grosses and have assumed that they can get 40 per cent and 50 per cent film rentals without question, when we know that 80 per cent of the theatres, by paying such terms, have reduced their profit margins to the point where they cannot maintain their properties," McGee said. "Exhibitors going out of business naturally look desperately for relief—even to the government. This, we of TOA, do not believe to be a good answer."

Favors 'Complaint Department'

McGee said that distributors were not helping themselves or exhibitors when they drag their feet in the establishing of a workable arbitration system, which, he argued, would eliminate a portion of the law suits. Distributors, he added, could stop many irritations if they would only establish a complaint department in each company. "If Macy's finds it practical, I am sure the film companies would see it pay off," he said.

"As we note the rocky road being traveled to establish an industry system of arbitration,"

Wants System Of Arbitration To Curb Suits

McGee said, "we remember that the distributors have been most adamant in refusing to include in the system the arbitration of film rentals. With film terms reaching an all time high, we begin to understand why they object."

In summarizing his remarks, McGee said:

"Let's boil all of this into a few words. Producers and distributors, in most cases, have failed to exercise enlightened self interest in dealing with exhibitors. Their belief in fewer but better pictures is being followed blindly without regard to the end of the road several years hence. Their policy of fewer but better pictures, coupled with unreasonable terms, has deprived the American theatre of its rightful share of the boxoffice returns and of the tax saving which we provided. The pendulum has swung too far in favor of the seller. The market must be brought into balance through economies which will enable the distributor to allow easier film terms; and the market must be brought into balance by providing additional pictures from whatever sources are available in order to revive competition on a healthy basis.

Has Four-Point Plan

"We can go about this by following a planned program to

¶ "Encourage present producers to make additional pictures as good as they know how.

¶ "Encourage foreign producers to analyze our needs in the United States and make pictures that will interest American audiences. This can be done by using American stars in foreign productions coupled with foreign personalities. The roster is loaded with names of current stars who came from foreign countries and found a home in the hearts of American theatregoers. Put Gina Lollobrigida in one good American style movie and you will have another star. Mr. Rank wants a larger share of the American market. Our screens are open to him but he must find a way of appealing to the American theatre-goer who so far has shown no interest in most English pictures.

¶ "We must have a distribution channel more sympathetic to our needs for product during April and May, November and December, when we really must tighten our belts for lack of film.

¶ "There are many encouraging developments, such as Freddie Schwartz's Distributor Corp. of America, Bill Goldman's new production company, Filmakers, Makelim, and others who must be encouraged, especially at their inception, to get them off to a good start.

"To accomplish these purposes we will require the unanimous backing of every theatre owner in the nation," McGee said.

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SPECIALISTS IN MOTION PICTURE SOUND

Small Towns

(Continued from page 1)

in a long time. The special small-town meeting was expected to draw only a handful of exhibitors, but more than 150 jammed the small room. It was attended not only by small operators, but big operators who have theatres in small towns.

While clearances and film rentals were the principal topics of complaints, the exhibitors claimed that the key to the whole solution was sufficent product.

When Alfred Starr, who presided, asked how many exhibitors present would be willing to pledge an amount equal to a week's film rentals to back a production project, the response was unanimous. Such a project will be given a thorough study by the board on Thursday.

Militant in their attitude on current conditions, the exhibitors proposed a variety of methods of attack, even a boycott of some distributors' product. Walter Reade, Jr., retiring president of TOA, told the assemblage that "we will do anything you ask" to the limits of legality in obtaining relief. It was the consensus that the small exhibitors have gone as far as they can go in tolerating alleged unfair trade practices and that "it is now time for action."

Government Review Proposed

The TOA leaders said that they would study the problem of how far they can go on various measures, including a boycott, and still remain within the legal bounds.

Starr proposed that TOA ask the Government to review all the actions that the Government had prescribed for the benefit of exhibition so that the Government "can see what has happened." He said that exhibition really has the "whip hand" because without an outlet, distribution has no market. He indicated that the "whip hand" could be used effectively.

The necessity for exhibition unity was stressed; it was recommended that Allied and TOA set up a joint committee to bring about trade practice reforms.

The proposals of the meeting will be acted upon by the board before the end of the convention on Thursday.

TOA to Reactivate Insurance Committee

CHICAGO, Nov. 2.—The Theatre Owners of America insurance committee, which has been dormant during recent years, will be reactivated in order to make a fresh presentation to insurance companies on the matter of liability insurance.

The TOA board has suggested that new rates, based on a per-seat arrangement in lieu of the present yearly average of admissions, could result in savings for the exhibitors. The committee will prepare its own data for presentation to the insurance companies.

Global Exhibitor Group Still Talked

By Staff Correspondent

CHICAGO, Nov. 2. — Kenneth Winckles, joint assistant managing director of the J. Arthur Rank Organization, London, who had been invited to attend the Theatre Owners of American convention here, has cabled Alfred Starr of his inability to do so.

Winckles said he felt it was impossible to attend this year because he and John Davis were coming to the states in late November, but suggested that "one of us make the journey next year."

Starr, who was in England last summer, said that the British exhibitors were vitally interested in the problems of the American exhibitors because the problems were mutual.

The British Cinematograph Exhibitors Association early this year suggested the formation of an international link among exhibitor organizations around the world for the exchange of information on subjects of common cause and interest. The proposal was received with interest in America by Ben Marcus, president of Allied States, as well as Starr but CEA's preoccupation throughout the summer and fall with the establishment of new rates for the Eady levy on admission prices at British theatres prevented further action on the proposal, up to this time.

TOA 'SPEAK-YOUR-MIND' SESSION PRODUCES VARIOUS COMPLAINTS

By Staff Correspondent

CHICAGO, Nov. 2.—Complaints on subjects ranging from pre-releases to high film carrier rates were voiced here yesterday by exhibitor delegates to the Theatre Owners of America convention in a "speak-your-mind" session, but the meeting was not as fiery as had been expected. The session was held primarily as a guide for the board and special committees so that they can take action on the complaints, many of which will be given immediate attention by the directors later in the convention.

Among the issues upon which the board will take action, as a result of the expressions from the floor, are a move toward the standardization of equipment, unification of exhibitors, high amusement advertising rates in newspapers, the distribution of product to Army theatres before it is available to commercial theatres and the frequent lack of trailers for current releases.

The apparent bitterness over current film terms brought the statement by Sam Pinanski, of Boston, that the distributors were in a "new era of prosperity" and the exhibitors are on the "threshold of disaster," adding that if the distributors do not "wake up, exhibition will die."

The Motion Picture Theatre Owners of Metropolitan District of Columbia distributed a resolution at the session, demanding that the TOA board, in regard to clearance, print shortages, film rentals and other issues, take action "and also vote in favor of any proposed measures or actions which are directed toward remedying or correcting these and other unfair trade practices" which, it was said, present a clear danger to the industry.

Every teen-age girl who's
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A STAR IS BORN right on
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National Pre-Selling

"COLLIER'S" color camera made a beautiful photo on the set of Todd-AO's "Oklahoma" for the issue now on newsstands. It is reproduced in a two-page spread and shows the cast singing and dancing to the tune of "Oh, What a Beautiful Morning." In addition, two other pages with full color photos are devoted to "Oklahoma."

Also appearing in the issue is a striking two and a half-page color ad on UI's "Bengal Brigade," which lists some of the theatres that will play the picture during the next four weeks.

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An interesting ad on MGM's "The Last Time I Saw Paris" appears on the table of contents page in the November issue of "Woman's Home Companion." The film is based on F. Scott Fitzgerald's story "Babylon Revisited."

•

An eye catching two-page spread in full color on Walt Disney's "20,000 Leagues Under the Sea," appears in the current issue of "Look."

•

Florence Somers recommends to the 3,953,500 readers of "Redbook's" November issue that they see: "Rear Window," "Dragnet," "Africa Adventure," "Suddenly," "High and Dry" and "The Vanishing Prairie.'

•

A full color picture of Natalie Wood, co-star of Warner's "The Silver Chalice," along with a personality story of this new star appeared in last Sunday's issue of "American Weekly." This magazine reports that its circulation has reached almost 10,000,000.

•

"Cosmopolitan" has devoted the front cover of the November issue to John Wayne, star of RKO's "The Conqueror." In addition a personality story of this Hollywood star covers eight pages of the issue.

"Cosmopolitan" reports that its monthly circulation averages in excess of 1,000,000.

•

Johnny Weissmuller, star of Columbia's "Jungle Jim" pictures, was profiled in last Sunday's "Parade." He makes three "Jungle" pictures a year for Columbia. They are very well liked overseas and in small towns across the nation. "Parade" says that its weekly circulation is now 6,500,000.

•

Pete Martin's story on Grace Kelly, the girl who has turned the Cinderella story upside down, is featured in the current issue of "The Saturday Evening Post." The author explains that in gathering material for "The Luckiest Girl in Hollywood," he ran himself black in the face tracking down everyone—including Grace herself—who could give him an angle on her. When he had finished all this, Martin found she was still such an elusive subject that writing about her was like trying to wrap up 115 pounds of smoke.

Photos taken on production sets illustrate the article. Grace Kelly's films ready for release are: "The Bridges of Toko-Ri," "Green Fire" and "The Country Girl."

WALTER HAAS

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TOA to Gov't

(Continued from page 1)

enthusiastic convention here today by Alfred Starr, former TOA president, following an earlier plea by Al Lichtman, 20th Century-Fox distribution head, to seek conferences with distribution executives of all companies in an effort to reach amicable settlement of grievances. Lichtman is distribution chairman of the group which has been negotiating with TOA and other organizations on a proposed new industry arbitration setup.

The TOA position on "going to the government" also followed an earlier statement by Mitchell Wolfson, TOA director, informing the convention that TOA had declined an appeal by Ben Marcus, Allied States president, to join in supporting Allied's proposed legislation providing for Federal regulation of distribution if trade practice relief has not been granted by distribution before next February.

Starr's declaration that TOA will go to the government was permitted by the convention to stand after it had heard a second appeal by Lichtman to refrain from "calling the cops" and to confer instead on the grievances.

The convention also adopted a resolution calling upon TOA's board of directors to authorize its officers to form or financially support new film production. Calling the proposal the "super-Makelim Plan," the convention pledged members to contribute the equivalent of an average week's film rentals to create financing for the project, and also pledged playing time to such product.

An invitation to participate in the project was extended by the convention to non-members of TOA.

The day's action was the most militant in TOA history and followed an open forum at which small town and rural theatre operators spoke spiritedly against some distribution practices and of their own economic plight.

Asks Divorcing of Producer-Distributor

CHICAGO, Nov. 2. — At the initial board meeting of the Theatre Owners of America convention, a director proposed that inasmuch as the Government separated distribution from exhibition, the Government now should take steps to separate distribution from production, inasmuch as distribution allegedly is the root of exhibition problems. Although the director made the statement in jest, it is reported that the board believes the idea has merit.

Asks TOA Broaden Field Program

By Staff Correspondent

CHICAGO, Nov. 2.—An expansion of Theatre Owners of America s field representative program was recommended here by the organizational and membership committee of TOA.

The recommendation to the board, carried in the report of George Gaughan, TOA's only field representative, did not specifically indicate whether additional field representatives would be hired. The report did speak of the need to bring TOA's program to the "grass roots" level, the need to coordinate state and local units and to organize new TOA units if desired by local exhibitors. To fulfill these needs, the report stated "a skilled and enthusiastic field representative" is required.

Gaughan, who was appointed field representative last winter by the board, told in his report of his successful work in Arkansas and Illinois.

TOA Is Considering 'Grievance Director'

CHICAGO, Nov. 2.—The selection of a "film grievance director" may be made by the board of directors of Theatre Owners of America at its convention windup session on Thursday. That title will be used in place of "Co-ordinator" as previously used.

The grievance director will operate on a territorial and national basis for TOA members. A member who has a complaint of any kind relating to terms or other problems may contact the grievance agent, according to general counsel Herman Levy. The director will take the members' problems direct to the sales executives.

It was pointed out that such a function in no way would side-track TOA's determination to press for a system of arbitration. Levy said that an initial draft of a system had been completed and that he would confer with Adolph Schimel, Universal Pictures counsel, on the draft in New York some time next week.

TEDA Renames Colvin Director

CHICAGO, Nov. 2. — Renaming Ray Colvin, executive director, the Theatre Equipment Dealers' Association has elected the following to the board of governors:

Henry Sorenson, Modern Theatre Supply, Dallas, succeeding Homer Tegtmeyer, and Kenneth R. Douglas, Jr., Capitol Theatre Supply, Boston, in place of S. E. Burns.

Elect Martin

(Continued from page 1)

honorary chairman of the board, replacing the late Charles Skouras.

George Kerasotes, Springfield, Ill., and J. J. Rosenfield, Spokane, are the newly elected vice-presidents, the others having been reelected. They were A. Julian Brylawski, Washington; Roy Cooper, San Francisco; Pat McGee, Denver; Myron Blank, Des Moines; Albert Pickus, Stratford, Conn., and John Rowley, Dallas.

Robert Livingston, Lincoln, Neb., was reelected secretary, and Si Fabian, New York, was re-named treasurer. Mitchell Wolfson, Miami, was elected to a new post, chairman of the finance committee. Herman Levy, new Haven, was reelected general counsel.

Executive Committee Named

Elected to the executive committee were Carl Anderson, Kalispell, Mont.; Art Adamson, Portland, Ore.; Tom Bloomer, Belleville, Ill.; Jack Braunagel, Kansas City; James Carbery, Little Rock; C. E. Cook, Maryville, Mo.; Horace Denning, Jacksonville; Ed Fabian, New York; Nathan Greer, Santa Fe; M. A. Lightman, Jr., Memphis; Mack Jackson, Alexander City, Ala.; R. M. Kennedy, Birmingham; Arthur Lockwood, Boston; Morris Loewenstein, Oklahoma City; Roy Martin, Jr., Columbus, Ga.; Martin Mullin, Boston; J. J. O'Leary, Scranton; A. Fuller Sams, Statesville, S. C.; Jay Solomon, Chattanooga; Morton Thalhimer, Richmond; David Wallerstein, Chicago; R. B. Wilby, Atlanta, and Nat Williams, Thomasville, Ga.

Wolfson, as chairman of the finance committee, was voted the authority to name his committee which will consist of not less than three nor more than five members on a geographic basis.

In accepting the presidency, Martin said that he appreciated the confidence bestowed in him and that he felt he had been surrounded by capable officers. He said that the new slate would pursue and further the objectives of TOA.

Reade Praises New Slate

Reade, upon retiring, stated that he felt the new slate represented top exhibition manpower and that the "first team" would move into action after the convention and continue throughout its term. In rearranging the executive committee, Reade said the new setup would allow for a broader base and increased responsibility so that the grass roots will have a more forceful representation in the association.

Craft Workers Sept. Wages Off Slightly

HOLLYWOOD, Nov. 2.—Weekly earnings of craft workers in film production averaged $125.35 during September, according to the State Department's industrial relations monthly report. The figure compares with $129.80 for August.

The September work week averaged 42.1 hours; the August work week averaged 43.9 hours.

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(Continued from page 1)

will operate under Muhl, is composed of James Pratt, executive manager of the studio; Morris Davis, business manager; Robert Palmer, talent executive; Ray Crossett, scenario and story editor; Morris Weiner, in charge of industry relations; George Douglas, manager of operations; and Ernest Nims, editorial executive.

The realignment, said Muhl, is designed to get the maximum production benefits from the creative, policy-making and management experience of the studio executives.

In a realignment of executive duties, George Douglas, studio treasurer, is advanced to a newly-created post of manager of operations, and Charles Stineford, assistant business manager, takes over the position of studio treasurer vacated by Douglas. Morris Weiner moves up from his post as studio manager to that of head of industry relations.

At the same time, Muhl has also streamlined the studio operating committee to serve as an arm of the executive group on an operational level. As manager of operations, Douglas will now also serve as chairman of the operations' committee. Others on this committee are Gilbert Kurland, production manager; Emmett Ward, plant manager; Percy Guth, post-production manager; Joseph Dubin, chief studio counsel; George Bole, commercial and short subjects manager; William Batliner, assistant to Douglas as operations' manager; Charles Stineford, new studio treasurer; Ivan Betts, studio controller; Jack Bauer, casting director; Sam Israel, studio publicity director; and Clark Ramsay, executive assistant to David Lipton, vice-president.

The changes will become effective immediately, Muhl said.

Triumvirate Tops Phila. Variety Club

PHILADELPHIA, Nov. 2.—Philadelphia Variety Club Tent 13 has elected Louis J. Goffman, an attorney, with Wolf Block Schorr and Solis Cohen as chief barker.

Other officers elected for 1955 include Maxwell Gillis, first assistant chief barker; Harry Romain, second assistant chief barker; George T. Beattie, dough guy, and Meyer Lewis, property master.

Elected to the board were Sylvan M. Cohen, Roger W. Clipp, Jack Greenberg, Michael Felt, Leo Posel and Lester Nurtele. Induction of officers and board members on Jan. 10 will be held at the club's annual dinner.

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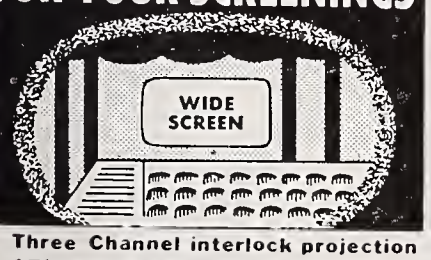

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Television--Radio

with Pinky Herman

SOME 25 years ago a bright-eyed, pretty young lady, energetic, ambitious and brimful of ideas, brought a radio idea to the Horn & Hardart people in Philadelphia. The idea, to encourage and develop the talents of youngsters, "The Children's Hour," was launched forthwith over Station WCAU where its success was immediate and its scope broadened, ultimately to originate in New York. The creator and producer of this fine series, which two weeks ago celebrated its 25th year of successive and successful airing (now a simulcast), Mrs. Alice Clements, is not only beloved by everyone in the music business for her gracious charm and friendly cooperation, but she is "Aunt Alice" to more than 100,000 talented youngsters who've appeared on her programs. Stars including Ralph Edwards, Red Benson, Kitty Kallen, Robert Q. Lewis, Arnold Stang, Carol Bruce, Elliot Lawrence, Norman Paris, Connie Haines, Della Russell and many other current radio and TV favorites, received their baptism in show business on "Aunt Alice's" Children Hour. It's been this scribbler's privilege to have enjoyed her friendship that goes back to 1931 and so we should like to add our sincere congratulations and add 'May Alice Clements' RCAreer be extended for another quarter century.

☆ ☆ ☆

Everyone connected with the new Wednesnite (7:30-8:30 P.M.) series, "Disneyland," which bowed in last week TVia ABC may well take a deserved bow. Created expressly for video by the genius of Walt Disney himself, this program, chockful of thrilling entertainment for young and old alike, can't help but capture the fancy of TViewers, just as surely as the Disney organization captured and still thrives on the admiration and support of the American theatregroer. Television is the richer for having gathered into its realm Walt Disney's characters, beloved by everyone, everywhere on earth. . . . Mel Allen's new telefilm series, "Call the Play," sponsored by White Owl Cigars, will be distributed nationally on regional, syndicated or local levels. . . . After five years as head of DuMont's advertising and promotion, Norman Ginsburg has resigned. He'll announce future plans after a month's vacation. . . . Songstress Jane Pickens will be toastmistress at N. Y. Philanthropic League's 43rd annual awards dinner, Sunday, Nov. 14, at the Waldorf-Astoria.

Walt Disney

☆ ☆ ☆

Lovely Nan Garcia (of the Garcia Y Vega Cigar dynasty) who literally sang her way completely around the world (was featured vocalist on the Home Lines' world cruises) is back in town to give radio and TV a whirl. Nan's personal friends are legion and include European royalty, Arab shieks, South American dons and people of all walks of life and as a result her Washington, D. C., radio programs proved colorful, educational and entertaining. Easily one of the most talented and charming personalities in New York, Nan is definitely a TV find and ether execs might very well take a look, give a listen and take our advice to sign the young lady—but mucho pronto. . . . A new radio program, "From Silents to Cinerama," produced by Neal Bruce and sponsored by the Chicago Cinerama Corp. over WEMP, Evanston, Ill., is a quarter hour of nostalgic thrills. Featuring the voice and experience of Sam Lesner, motion picture critic of the Chicago "Daily News," the series of 26 ET's really "tells and sells" motion pictures via radio.

Nan Garcia

☆ ☆ ☆

The official opening of Mickey Schwarz's A T V Film Production Studios in Long Island City today introduced by Borough Prexy James A. Lundy and emceed by Gene Raymond, whose TVehicle "Fireside Theatre" will be telefilmed here, is the first real step toward bringing large scale TV film production within "15 minutes of Times Square" a reality. . . . RECOMMENDED—Lanny Ross' WCBSinging. . . . Dave Garroway's friendly smile and all-round artistry. . . . Bill Harrington's daily variety show on WNEW.

Kling

(Continued from page 1)

Lee R. Blevins, vice-president at Kling Studios, and David S. Garber, who will act as production associate to Blevins and Butler.

Butler, who started as an actor, became a director, then a writer-director, now will combine producing with his directorial chores under the set-up of the new company. Some of his best known directorial efforts include many of Shirley Temple's and Will Rogers' films, and "Kentucky," "Ali Baba Goes to Town," "Road to Morocco," "Princess and The Pirate," "Where's Charley?" and "Calamity Jane." He has not rated less than second in Fame's list of Champion Directors during the last 10 years.

Eirenberg stated that this new company will in no way conflict with Kling's present television film and commercial activities.

TESMA Mulls Meet With TOA and Allied

By Staff Correspondent

CHICAGO, Nov. 2.—Attendance at the combined conventions of TESMA, TEDA, TOA and IPA at the Conrad Hilton Hotel reached more than 1,400 today, bringing an estimate of more than 4,000 as the total registration likely to be realized.

The three-year old practice of associating the TESMA trade show with a national exhibitors' convention took the possibility of expansion to include both Allied and TOA in a discussion by TESMA directors of a plan for six full days of exhibits with one exhibitor organization convening during the first three days, the other association the last three.

While Washington, D. C., has been mentioned as a possible location for next year's trade show, discussion tended toward preference for holding it again at the Conrad Hilton here.

That the theatre equipment and concessions' exhibits are a principal attraction of the gathering has been indicated more than ever this year by the number of exhibitors spending considerable time at the booths, consistently swelling attendance above the average of other years.

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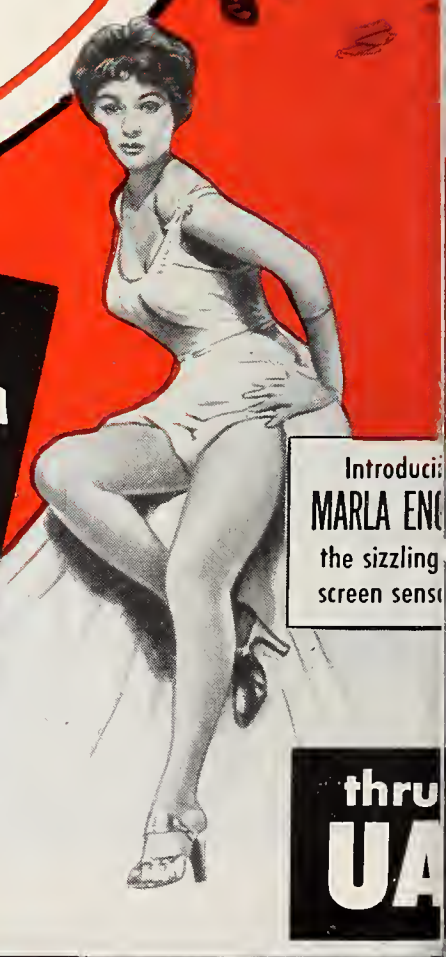

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thru
UA

All The News That Is News

MOTION PICTURE DAILY

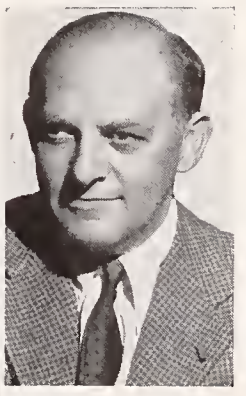
Concise And To The Point

VOL. 76. N. 87 NEW YORK, U. S. A., THURSDAY, NOVEMBER 4, 1954 TEN CENTS

Col. Puts Up $10-Million To Finance Production

Cohn Sees Fund As Best Way to Ease Film Shortage; Discloses Columbia Plans to Augment Studio Line-up with Independents

Columbia Pictures, "recognizing the need of exhibitors for a greater supply of top-bracket films," yesterday announced the allocation of $10,000,000 for the financing of independent motion picture production.



Harry Cohn

"We are aware," Harry Cohn, Columbia president declared, "that the so-called product shortage has been and will continue to be the industry's prime problem. I can think of no better way to alleviate the situation than to provide a large sum of money for the support of new film projects," he continued.

Columbia's announcement came as both Theatre Owners of America in convention in Chicago and Allied States continued to advance plans for support and encouragement of independent production as a means of helping to solve what both organizations regard as the primary problem of the nation's exhibitors today.

Concurrently, James R. Grainger, president of RKO Radio, moved to join TOA in furthering independent production activities. **(See separate story in this issue).**

Cohn, in outlining the Columbia

(*Continued on page 5*)

Weigh Election's Effect on Possibility Of N. Y. Tax Relief

By LESTER DINOFF

New York City exhibitor opinion about securing any form of tax relief at the January meeting of the State Legislature from the newly elected Democratic administration varied from deep pessimism to mild optimism yesterday.

An attorney for New York City engaged in defending the municipal admission tax stated that if the city could secure more financial assistance from the new state administration, it would be "possible that a number of taxes now in effect may be revised or eliminated."

Local theatremen had planned to ask

(*Continued on page 7*)

Agree on 1 Film Festival Yearly

Reaffirmation of the principle of recognizing only one film festival a year for international competition was voted at the recent Madrid meeting of the administrative council of International Federation of Film Producers Association.

The report on the Madrid meeting was rendered here at yesterday's

(*Continued on page 7*)

TOA-RKO Meeting On Sparking New Productions Asked

CHICAGO, Nov. 3.—A meeting between RKO Radio Pictures executives and Theatre Owners of America officials on the latter's stated interest in stimulating new independent production was suggested in a telegram by J. R. Grainger, president of RKO Pictures, to E. D. Martin, newly-elected TOA president.

Grainger's message read in part: "After listening to Pat McGee and Walter Reade, Jr., at the opening session of your convention . . . we at RKO Radio would be interested in learning to what extent TOA was contemplating becoming financially interested in participating in independent production, as we at RKO Radio have been participating in financing independent producers of quality pictures for the past 18 months."

Grainger went on to say that he and

(*Continued on page 7*)

TOA Sees No Alternative

Round Table on Trade Practices Predicted

By AL STEEN

(Other TOA Convention News on Pages 6 and 7)

CHICAGO, Nov. 3.—Theatre Owners of America leaders today predicted that distribution heads would call a distributor-exhibitor meeting for the purpose of coming to an understanding on prevailing film prices and other trade practices.

The feeling of TOA's annual convention here is that distribution must do something to stem the tide of moves by both TOA and Allied for government intervention in industry affairs.

Alfred Starr, former TOA president and Nashville circuit operator, apparently expressed the views of the majority of delegates yesterday when, in a short rebuttal to Al Lichtman's address, he accused the distributors of "criminal monopolistic conspiracies to restrict the market."

Although Lichtman told the convention that he was speaking as a representative of 20th Century-Fox, the Council of Motion Picture Organizations, the arbitration committee and himself, the consensus here is that he

(*Continued on page 7*)

Election Effects

New Men Head Committees of 84th Congress

Will Influence Bills Of Industry Interest

By J. A. OTTEN

WASHINGTON, Nov. 3.—Democratic control of the House of Representatives for the next two years means that a completely different set of men will be presiding over legislation of interest to the film industry.

Heading the tax-writing House Ways and Means committee, for example, will be Rep. Cooper (D., Tenn.), who led the fight in the House for greater admission tax relief for the small theatres. Cooper and his Democratic colleagues are generally friendly to excise tax relief, though any further admission tax reduction right now seems a rather remote possibility. They're considered likely to go for extension of part or all of the 52 per cent corporate tax rate if the

(*Continued on page 6*)

Republic 39-Week Profit at $776,971

For the 39-week period ended last July 31, Republic Pictures and subsidiaries reported net profit after taxes of $776,971, compared to $823,155 for the corresponding period in 1953, on the same basis.

The 1954 Federal tax provision is estimated at $841,000.

For the corresponding 1953 period Republic reported net profit of $1,698,155, before Federal tax provision.

Nathan Heads I.P.A.; Segment Heads Set

CHICAGO, Nov. 3.—Bert Nathan, of Theatre Popcorn Vending Corp., Brooklyn, was unanimously elected president of the International Popcorn Association at the annual membership meeting here today. Nathan, who served as first vice-president during the last year, succeeds J. J. Fitzgibbons, Jr., of Theatre Confections, Ltd., Toronto, who becomes chairman of the board.

At the same meeting I. P. A. inaugurated seven newly-elected junior segment directors, who will serve two-year terms on the I. P. A. board.

In the popcorn processor segment,

(*Continued on page 7*)

Makelim Signs MCA Talent Deal

By Staff Correspondent

CHICAGO, Nov. 3.—Hal Makelim has signed a contract with Music Corporation of America for its complete roster of stars to appear in Makelim Productions, according to representatives of the producer attending the Theatre Owners of America convention here.

The first picture is slated to go into production in about three weeks, it was said. It will be either "The Peacemaker," starring Gary Cooper, or "Desperate Men," starring Robert Mitchum, the spokesmen disclosed. They added that approximately $4,000,000 has been pledged by exhibitors to date for the Makelim line-up.

Personal Mention

DAVID LIPTON, Universal Pictures vice-president will leave here today for Chicago and the Coast.

•

WALTER BRANSON, RKO Radio Pictures world-wide sales manager, and JOSEPH TUSHINSKY, co-inventor of SuperScope, arrived here yesterday from Europe. TUSHINSKY left immediately for Hollywood, with a stop-over in Chicago.

•

J. Y. ABE, director and assistant manager of Westrex Co., Orient, and K. KAGARA, recording engineer, have arrived in New York from Tokyo. R. J. HORTIS, manager of the Westrex Co., Argentina, has arrived here from Buenos Aires.

•

EUGENE PLESHETTE, managing director of the Brooklyn Paramount, will receive the 1954 interfaith award of the Anglo-Jewish Publications of Greater New York.

•

JACK WRATHER, whose company recently obtained control of the film and television rights to "The Lone Ranger" series, has arrived here from London.

•

MERVIN HOUSER, RKO Radio Pictures advertising-publicity manager, will return to the Coast from here over the weekend.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, has returned here from Hollywood following studio conferences.

•

JACK H. LEVIN, president of Certified Reports, is in Chicago from New York for conferences with Cincinnati and Milwaukee division heads.

•

RENE LEBRUN, owner of the Star Theatre, Limestone, Me., is the father of a daughter, ANDREA MARY, born to MRS. LEBRUN last week.

•

SEYMOUR SCHUSSEL, I. F. E. Releasing Corp. Eastern division manager, is in Buffalo from New York.

•

MYRON KARLIN, M-G-M manager for Argentina, has left New York for Buenos Aires.

Charles Lalumiere, 78

TORONTO, Nov. 3.—Charles Lalumiere, 78, Canadian film pioneer, died in Montreal after a long illness. He started in the film distribution business in 1910, later becoming an exhibitor. Lalumiere was the first film exchange executive to introduce French-language subtitles for Hollywood pictures for French-speaking Canadians.

Universal Dividend

The board of directors of Universal Pictures yesterday declared a quarterly dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock of the company payable Dec. 1 to stockholders of record at the close of business on Nov. 15.

Ricketson, Rhoden Added to N. T. Stock Holdings, SEC Says

By Staff Correspondent

WASHINGTON, Nov. 3.—Purchases of National Theatres stock by officers and directors of the company were disclosed in the Securities and Exchange Commission's latest report on stock transactions by film company executives.

Frank H. Ricketson, Jr., was reported having bought 9,000 shares during 1953, bringing his holdings to 10,042 shares. E. C. Rhoden purchased 1,000 shares during September, 1954, and now holds 21,300 shares in his own name and 10,225 shares through holding companies. Alan May bought 100 shares and Graham L. Sterling, Jr., bought 200 shares, holding 400 and 200 respectively. Peter Colefax sold 500 shares, dropping his holdings to 2,000 shares.

Nathaniel Lapkin bought 11,241 shares of Stanley Warner Corp. common, his initial purchase of the company's stock. Albert Warner bought 4,500 shares of Warner Brothers Pictures common through a trust account, holding 160,000 shares in his own name and 31,000 shares in trust accounts. Jack Warner bought 5,000 shares, bringing his holdings to 295,499 shares in his own name and 13,400 shares in trust accounts.

William W. Howard bought 2,000 shares of RKO Theatres Corp. common, for a total of 2,500. Abraham Montague sold 200 shares of Columbia Pictures common, dropping his holdings to 15,783 shares.

SCTOA Asks OK of NT Production Plan

HOLLYWOOD, Nov. 3. — The government should permit not only National Theatres, but all other principal theatre circuits as well, to produce motion pictures, the Southern California Theatre Owners Association told the Senate Select Committee on Small Business in a letter released to the press today. The point was made in the course of a letter to Senate Committee Chairman Andrew F. Schoeppel from Albert Hanson, chairman of the SCTOA trade relations committee, which also covered many other aspects of SCTOA activities and attitudes.

Referring to National Theatres request for permission to produce pictures, the letter reads in part:

"This bears out complaints by various theatre exhibitor organizations throughout the United States that the shortage created by the eight major companies has worked to the detriment of all exhibitors. The board of directors of SCTOA is in favor of the National Theatres plan and feels that the same opportunity should be permitted to all large theatre circuits now restricted."

'Chalice' to Para.

"The Silver Chalice" will be the New York Paramount Theatre's Christmas attraction, Robert Shapiro, managing director, reported.

'U' Pays 'Interest' On Diaper Prize

There are expectations and great expectations.

Seven years ago Universal offered as a prize two weeks of free diaper service in a promotional contest on "Great Expectations."

Recently, a winner, Allan Glasser of New York, informed Universal that he could not collect seven years ago, for he was a bachelor, but now is married and the father of a two-week-old daughter, adding she "can certainly use diaper service."

Universal not only paid off but also paid interest on the long wait—it arranged for four weeks of diaper service for the Glasser's new daughter.

Exhibitors Praise M-G-M 'Workshop'

Many congratulatory messages from independent and circuit exhibitors on M-G-M's first "Ticket Selling Workshop" in Pittsburgh last week have been received by the company.

Among those commending the Workshop were Gerald Shea, president of Shea Enterprises; J. Crowley, Blatt Brothers Theatres, Somerset, Pa.; Andy Biordi, Majestic Theatre, Ellwood City, Pa.; Mel Katz, Fabian Theatres, Embassy Theatre, Johnstown, Pa.; Ralph M. Felton, Spotlight 88 Drive-in Theatre, Beaver Falls, Pa.; Saul Bragin, Stanley Warner Theatres, Pittsburgh, Pa., and Bert Dattola, Dattola Theatre, New Kensington, Pa.

Herman M. Dolinsky, Loew's Manager

Funeral services for Herman M. Dolinsky, 66, a Loew's Theatres manager, who died earlier this week at the Crown Heights Hospital in Brooklyn, will be held today at 10 A.M. at Schwartz & Sons Funeral Home, Queens. Dolinsky started with Loew's in 1911 as an assistant manager. He is survived by three daughters, Mrs. Marion Lawton, Mrs. Cecile Silverstein, Sandra Dolin, and a grandson.

Reservations Brisk For Pioneers Dinner

Reservations for the 16th annual Motion Picture Pioneers dinner, which will honor Si Fabian as "Pioneer of the Year," on Nov. 17 at the Sheraton Hotel Astor here, are increasing with applications received from the Middle West, South and West Coast.

The affair is limited to members of the Motion Picture Pioneers who accordingly are urged to make reservations promptly.

Appoint Levine

Joe Levine of Embassy Pictures, Boston, has been appointed Exploitation Productions Inc. representative in New England by Jack H. Harris of EPI.

News Roundup

New UTOI Group Meets

The newly-formed Lake County district of United Theatre Owners of Illinois held its first regular meeting recently at the Swedish Glee Club in Waukegan, Ill. Among the subjects discussed were advertising, promotion and film reviews.

■

Brandt Acquires Loew House

The Brandt theatre circuit here has acquired the Victory Theatre in the Bronx, formerly a unit of the Loew chain. A new CinemaScope screen and sound system is being installed. The house will open tomorrow under a neighborhood policy, with popular prices prevailing.

■

Pathe to Process 'Matador'

Pathe Laboratories will process the National Picture Corp. CinemaScope feature, "The Magnificent Matador," starring Maureen O'Hara and Anthony Quinn. The film will be released by 20th Century-Fox.

■

Manos Building Drive-in

George Manos, Ohio circuit operator, has started construction of a new 750-car drive-in on the outskirts of Coshocton, scheduled to open at the beginning of the 1955 season. The project will include a 150-seat enclosed, heated patio.

■

Adds Wide Screens

Two of the seven Walter Reade drive-in theatres now have wide screens. Twenty-foot wings have been added to each side of the 40 by 60 foot screens at the Eatontown and the Atlantic, Eatonville and Pleasantville, N. J., respectively.

■

'Matter' Booked

"Heart of the Matter," based on Graham Greene's novel, will have its New York premiere at the Normandie Theatre here in late November. It is an Associated Artists production.

Cinerama D.C. Record

WASHINGTON, Nov. 3.—"This Is Cinerama" next week becomes the first motion picture ever to run a full year in Washington. The Warner Theatre will hold a week-long anniversary celebration Nov. 7 through 13, Including the presentation of "Miss Cinerama," chosen from among local airline hostesses. The Washington Advertising Club will salute the film at a luncheon on Nov. 9, and special ceremonies will take place at the theatre that evening. Close to 500,000 persons have seen the film at the Warner during the past year.

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People

Arthur Rose will handle the sales activities of Buena Vista, the Walt Disney film distribution subsidiary, in the Albany and Buffalo exchange areas. Rose will be supervised by **Herb Schaefer,** Buena Vista, district manager for New England.

¤

Jack Allender has been named manager of the Circle Theatre in Portland. Allender formerly operated theatres in California.

¤

Norman Nadel, theatre editor of the Columbus, O., "Citizen," has been signed for two annual three-week lecture tours of the U. S. and Canada by the Lee Keedick Agency, New York. Nadel is the second theatre critic to be signed by the Keedick agency, the other being **John Mason Brown,** drama critic of the "Saturday Review of Literature."

¤

Charles A. Moses, European publicity supervisor for U.A., will be married some time during the next two weeks to **Paola Toninato,** whom he met at the recent Venice Film Festival.

¤

Marty Blau, Columbia Pictures publicist, has announced his engagement to **Cynthia Klein.**

¤

Howard J. Smidt, Paramount, is the new president of Albany Loge 24, Colosseum of Motion Picture Salesmen of America.

¤

Irwin Germaine has been named supervisor of the art department at the 8th Army Headquarters in Seoul, Korea. Germaine is the son of **Henry Germaine,** Paramount exchange manager in New Haven.

'Desiree' to Bow Nov. 17 at Roxy

Twentieth Century-Fox's CinemaScope production of Annemarie Selinko's novel "Desiree" will have its "command performance" world premiere at the Roxy Theatre here on Nov. 17.

France's leading diplomatic representatives in the United States, dignitaries from many fields of American life and a host of personalities representing the entertainment world will join persons well-known in Old World monarchies for the premiere.

Warner Sales in 2-Day Meet Here

Warner Brothers home office sales executives and district managers will attend a two day meeting at the company's home office today and tomorrow, at which Ben Kalmenson, vice-president in charge of distribution, will preside.

The Warner executives will discuss forthcoming product, including national distribution of "A Star Is Born,"

ACLU Injects Self Into Action Over Col. Branch Pickets

Special to THE DAILY

MINNEAPOLIS, Nov. 3. — The Minnesota branch, American Civil Liberties Union, yesterday filed as intervenor in Minneapolis Federal court in the motion for a temporary injunction brought by Columbia Pictures against North Central Allied and its 30-man board of directors.

The 20-page brief, prepared by Lee Loevinger and Gerald Magnuson, Minneapolis attorneys, concerns itself only with the free speech aspects of the injunctive action which arose out of the picketing of Columbia's Minneapolis exchange by the independent theatre owners in September.

Picketing, according to the ACLU brief, is a means of free speech guaranteed by the First, Fifth and 14th Amendments to the U.S. Constitution. The brief also opposes any "prior restraints" which might be interpreted as being imposed on the publication of comment critical to Columbia in the NCA membership bulletin.

The ACLU brief was filed shortly after Stanley L. Kane, NCA executive counsel, submitted a lengthy memorandum to Judge Gunnar H. Nordbye in Federal court. Kane's memorandum defends Allied's right to picket on the grounds that "educational activities of trade associations cannot and do not violate anti-trust laws" and that picketing is a constitutional right of free speech.

Kane also claimed that under present film marketing conditions, the eight major companies selling to 18,000 theatres have a competitive advantage, leaving the small film buyers "at the mercy of the distributors." It was in an attempt to restore competitive balance for 800 exhibitors in the Minneapolis film market that the picketing was undertaken, Kane added.

In view of ACLU's entrance into the case, the court granted David Shearer, Minneapolis attorney for Columbia Pictures, an extension of time in which to answer the Kane and ACLU briefs.

Stockholders to Vote On Cohn's New Pact

Columbia Pictures stockholders will be asked to ratify president Harry Cohn's new five-year contract, agreed upon this week, at their annual meeting in December.

"The new contract," Cohn stated, "should dispel any rumors that I am in negotiation for the sale of my Columbia stock. Nor have I presently any intention of entering into such a negotiation."

VistaVision Given Visual Inst. Award

HOLLYWOOD, Nov. 3. — VistaVision, Paramount's wide-screen production and presentation techniques, has received a special award of merit from the Vision Conservation Institute, national non-profit educational and public service organization, the company announced yesterday. The award was accepted by Y. Frank Freeman, vice-president in charge of Paramount studios, from Dr. Lawrence H. Foster, president of the Institute.

Review

"The Last Time I Saw Paris"

(M-G-M) *Hollywood, Nov. 3*

NAME-POWER and title-appeal are a showman's best guarantee of good business with this elaborate and expensive updating in color by Technicolor of the late F. Scott Fitzgerald's one-time best-selling book, "Babylon Revisited," which was a popular as well as a literary sensation in its era. The names—Elizabeth Taylor, Van Johnson, Walter Pidgeon, Donna Reed, Eva Gabor—give an exhibitor a good deal to work with on marquee and in newsprint, and most of the performances provided by the bearers of those names are very good indeed, but the story that was regarded as ultra-sophisticated and stimulating in the giddy 'Twenties didn't survive intact the attempted updating to the post-World War II era in which it is told here. The production, lavish in the extreme and leisurely as to tempo, stacks up, under its inviting new title, as likely to sell better than it satisfies.

Van Johnson, acting well over his past best, portrays with conviction a former newspaper man and soldier who, at picture's opening returns to Paris, a successful novelist, to regain custody of his daughter, who has been in care of his sister-in-law since his wife's death. A flashback then takes the audience to Paris at the ending of the European phase of World War II and to the meeting of the then soldier and Miss Taylor, daughter of a proud wastrel played smartly by Pidgeon, on the day when Paris turns on its lights for the first time.

The script, the work of Julius and Philip G. Epstein and director Richard Brooks then carries forward the account of the couple's romance, marriage, joys and troubles, in the hysterically frivolous circumstances and surroundings of the Fitzgerald original, which culminate in the death of Miss Taylor, in Johnson's return to the United States, and in their daughter's adoption by her aunt, Miss Reed. In an attenuated final section, after the flashback is over, the child is restored to a reformed and repentant Johnson.

The production by Jack Cummings contains many settings and sequences of individual excellence, notably the street scenes during the celebration of the war's ending, and the sports-car racing.

The direction by Richard Brooks is at its best in the intimate scenes, where it goes far toward overcoming the basic artificiality of the updated narrative. The title song by Jerome Kern and Oscar Hammerstein II is played steadily throughout as a background theme which smooths out rough spots in the continuity.

Running time, 116 minutes. Adult audience classification. Release date, Nov. 19.

WILLIAM R. WEAVER

Col. Puts Up

(Continued from page 1)

plans, said that "our own studio will continue to deliver its full program of company-made pictures. We are planning an even greater number of top-quality films than in the past. But we intend to supplement the studio's program with a lineup of the best independently - made films we can attract."

Announcement of the Columbia plan came just one day after TOA proposed to go to the government and seek an amendment to the consent decrees allowing divorced circuits to engage in production. Another plan, proposed by TOA, was to aid in the financing of independent production, a project similar to the Makelim plan, fostered by Allied with TOA cooperation.

Columbia, it was stated, made the announcement following a series of top-level management meetings attended by Columbia studio and home office executives.

Columbia, it was pointed out in trade circles, has been emerging as an important factor in the independent market, handling such pictures as "On the Waterfront," "Paratrooper" and "Hell Below Zero."

The $10,000,000 fund, it was explained, will be open to independent producers both here and abroad.

Meanwhile, it was disclosed that several important deals are currently under discussion at Columbia and will be made public in the near future. Independent productions still to be released by Columbia, it was added, include "End of the Affair," starring Deborah Kerr and Van Johnson, and "A Prize of Gold," starring Richard Widmark and Mai Zettering.

dition, two Alec Guiness films are on

Jeffers vs. SEG Suit Will Be Re-Tried

HOLLYWOOD, Nov. 3.—Superior Judge Allen W. Ashburn today granted a defense motion for re-trial of Michael Jeffers' $200,000 libel suit against the Screen Extras Guild in which, two months ago, Jeffers was awarded $33,000 damages following a jury trial. The suit was an outgrowth of a labor dispute during which, Jeffers charged, he had been libelously alluded to as having "Red" leanings or connections.

Judge Ashburn today indicated that he considered the damages affixed by the jury were "excessive," although he believed Jeffers was entitled to "some recovery."

File Percentage Suits in Chicago

CHICAGO, Nov. 3.—Six distributor percentage actions were filed here yesterday in U.S. District Court. Loew's, Warner Brothers, Paramount, Universal, RKO Radio Pictures and United Artists filed a separate action against Arthur Hernrich, Bernard Wright and the Manor Theatre Corp., operating the Manor Theatre, Chicago.

Miles G. Seeley, Bryson P. Burnham and Richard Hart of the Chicago law firm of Mayer, Meyer, Austrian and Platt signed the complaint, with Sargoy and Stein of New York named as of counsel in each case.

Lichtman Reports

One Point Left For Agreement On Arbitration

CHICAGO, Nov. 3.—Agreement "on everything but one point" on an arbitration draft has been reached between distributors and Theatre Owners of America, according to Al Lichtman, 20th Century-Fox distribution director.

Addressing the TOA convention here, Lichtman expressed assurance that "as soon as we are able to meet again, which we plan to do in the very near future, we will be able to resolve that one point too." Lichtman, who is chairman of the distributors' arbitration committee, did not identify the "one point" which remains unresolved.

Wants 'A Fair Trial'

Urging cooperation among all segments of the business, he called for support of the projected arbitration system, adding "at least let us give it a fair trial." Allied States, refusing to join any arbitration talks which do not include film rentals as an arbitrable item, has not participated with TOA and other exhibitor organizations in the current negotiations.

Lichtman, speaking as co-chairman of the Council of Motion Picture Organizations, called for continued support of the organization, commenting on its successful tax fight. "I urge all exhibitors not to abandon it just because there is no great major issue at this moment affecting their pocketbooks. You don't know what may arise tomorrow," he warned.

Lichtman forecast that at the Nov. 15 COMPO executive committee meeting a number of ideas of "tremendous benefit to the entire industry" will be outlined.

Referring to the decrease in Hollywood production, Lichtman contended that "there are fewer pictures being made today because major producers cannot afford to make a picture just for the sake of making numbers." The 20th-Fox executive voiced his conviction that production, as well as exhibition today, cannot afford to compromise with quality. It is this type of conviction, he held, which has put the industry on the road to recovery, mentioning such factors as CinemaScope, stereophonic sound, Cinerama, new techniques, better pictures, factors, he declared, which have met the competition of television.

Predicts Improvements

He forecast that next year there will be "startling improvements" in the CinemaScope medium, with no change needed in exhibitor equipment.

In conclusion, Lichtman, outlining the many points in his address, declared that there can be no healthy production business without a healthy exhibition and that "above all, we must create a code of ethics in dealing with one another that is of the highest standard."

Lichtman also urged TOA to avoid "going to the government" with trade practice grievances, recommending that further efforts be made to arrive at understandings in conference with company executives. "Don't call a cop," he counselled.

The TOA convention, however, as reported yesterday, approved a proposal to go to the Department of Justice to ask it to review all decrees in the Paramount case for the benefit of exhibitors and to obtain authorization for divorced circuits to engage in or finance production.

Combat Toll TV with Eidophor: Lichtman

CHICAGO, Nov. 3. — Eidophor was held to be "the sure way" to combat toll TV as well as home television by Al Lichtman, 20th Century-Fox distribution director, in his address before the Theatre Owners of America's convention here.

Eidophor, 20th-Fox's color theatre TV system, "will be a certainty within the near future, but it will not be launched until it is perfected and a proper programming of outstanding supplementary attractions to your feature films will be made a certainty," Lichtman promised.

Offers Plan to End Seasonal 'Gap'

A plan aimed at avoiding the "horrible gap" of quality picture releases between the Thanksgiving and Christmas holiday season, was offered here this week by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres.

Based on distribution-exhibition cooperation, the plan calls upon the exhibitor "to underwrite the film rental for the picture he wants, provided of course that it is a quality picture with 'legs' indicating a good box-office potential."

Arguing for the ready adoption of the plan, Hyman said "the exhibitor should not ask the distributor to take all the gamble in releasing his picture during the period between Thanksgiving and Christmas. On the other hand," Hyman continued, "the distributor who goes along with such a proposal is bound to catch his competitors flatfooted. . . ."

RKO Theatres Net Up to $755,033

Consolidated net income of RKO Theatres for the third quarter of 1954 was $755,033 as compared with $370,728 for the third quarter of 1953, the company announced.

The financial statement said the net profit had been reduced to $720,984 after deduction of special items, including a loss from disposal of a theatre property amounting to $41,048, resulting in the reduction of federal income taxes of $7,000, which otherwise would have been payable on net income. There were no special items in the 1953 period by comparison, the report said.

Net income before deduction for special items for the first nine months of 1954 was $1,710,150 as compared with $739,282 for the first nine months of 1953. After deduction of special items the net income was $1,625,009 for the 1954 period as compared with a net income of $788,331 in 1953.

TOA Rejects Bid on Federal Regulation

By Staff Correspondent

CHICAGO, Nov. 3.—Although it approved a proposal of its own to "go to the government" for consent decree review and authorization for divorced circuits to engage in film production, Theatre Owners of America emphatically declined the Allied States' invitation to join it in seeking Federal regulation of distribution in the event trade reforms are not in evidence by next February.

TOA's response, made by Mitchell Wolfson, co-chairman of the organization's finance committee, said in part:

"We are very much opposed to Al-regulation of film rentals.

"Their plan speaks of regulation but invites regimentation. I have read Abram Myers' bill and it gives me the shivers.

"The making of more pictures must be encouraged by exhibitors. For this eason, there must remain hope of gain if we are to hope that there will re-.nain those willing to risk making pictures of unusual box office value.

"As exhibitors, we should continue a united fight for fair prices and policies, but we should not seek the help of professional politicians who owe no allegiance of heart and may well become guests who will eat more than we can place on the table."

Clink Appointed to New Perspecta Post

Jack Clink, associated with Prospecta Sound for the past two months supervising equipment installation and motion picture recording and disc recording, has been appointed chief engineer and recording supervisor of Perspecta and Fine Sound, Inc., by Elmer Wilschke, operation vice-president.

Clink started as a sound man with M-G-M studios in 1934. He spent five years there until his entry into the Army in 1939 to organize one of the first motion picture units of the Army Signal Corps. In 1948 he joined the Jarville Studio in St. Louis, working on documentaries and initial magnetic tape recordings.

Wenzel, Stevens To TESMA Board

CHICAGO, Nov. 3.—Two new members, Fred Wenzel of Wenzel Projector Corp., and M. H. Stevens of Bausch and Lomb Optical Co., were elected to the board of directors of Theatre Equipment and Supply Manufacturers Association at the convention here.

TESMA also reelected the following to the board: V. J. Nolan, National Carbon Co.; J. F. O'Brien, Radio Corporation of America; and Erwin Wagner of Wagner Sign Service.

Only five TESMA board positions were involved in elections this year.

Correction

Newpaths, Inc., a subsidiary of Altec Service Corp., is manufacturing Perspecta Sound integrators under license from Perspecta Sound, Inc. The licensee was incorrectly referred to as New Parts, Inc. (Altec Lansing) in the Oct. 27 issue of Motion Picture Daily.

New Congress

(*Continued from page 1*)

Administration asks Congress again to prevent that rate from dropping to 47 per cent as it's scheduled to do next April 1.

The Democrats on the Ways and Means committee are also likely to give a friendly reception to the President's recommendations for reduction of international trade barriers, a move backed by most industry leaders. Republican committee chairman Reed (R., N.Y.) has been a staunch opponent of the free trade program.

Celler Heads Committee

Rep. Celler of New York and Rep. Priest of Tennessee will head the House Judiciary and Commerce committees, respectively. One or the other of these two committees would handle Allied States' bill for Federal regulation of the film industry should it ever be introduced. In private life Celler is a member of the New York law firm which represents Independent Theatre Owners Association of N. Y.

Celler told Motion Picture Daily he would press for action on bills to boost the fine for violating the anti-trust laws and to set up a uniform Federal statute of limitations for private anti-trust suits. The latter has been a major battle ground between exhibitors and distributors for some years.

Rep. Patman (D., Tex.) will head the House Small Business committee, and can be counted on to provide a vigorous program of investigation for that group.

Ranking member of the House Commerce committee will be Rep. Harris (D., Ark.) and chances now seem good for a renewal of the investigation he led some years ago into television program contents.

Walter in New Post

Rep. Walter of Pennsylvania, on frequent occasions very friendly to the film industry and laudatory of its anti-Communist efforts, will head the House Un-American Activities committee.

Control of the Senate now seems likely to remain Republican, though that definitely may not be known for many weeks. Should the Senate remain in GOP hands, Sen. Millikin of Colorado would be head of the Senate Finance committee, which handles taxes and foreign trade; Sen. Langer of North Dakota would remain head of the Judiciary committee and Sen. Bricker of Ohio would stay head of the Commerce committee. Sen. Schoeppel of Kansas, reelected Tuesday, would probably stay as head of the Small Business sub-committee checking on industry trade practices. Bricker's continuation in the Commerce committee post would mean steady emphasis on that committee's attempt to prove the need for Federal regulation of television networks.

Four Democrats in Running

If the Senate should pass into Democratic hands, Sen. Byrd of Virginia would probably head the Finance committee, Sen. Kilgore of West Virginia the Judiciary committee, Sen. Magnuson of Washington the Commerce committee, and Sen. Sparkman of Alabama the Small Business committee. It is believed that few policy changes would result from these switches except that Sen. Byrd would probably be more pro-free-trade than Sen. Millikin.

N.Y. Elections

(Continued from page 1)

the state legislature at its next session to amend or repeal the Enabling Act of 1947 which allows municipalities to enact taxation such as the New York City five per cent amusement tax.

Now, it appears some exhibitors feel that the new Democratic state administration, while it would not be likely, presumably, to repeal the enabling act, would be more likely than Governor Dewey's administration in Albany to give the city at least some of the increased financial assistance it has been requesting. If this were done, some industry observers feel, the need for the admissions tax might be removed and the city might repeal or end it voluntarily.

Wagner Action Recalled

In this connection it was recalled that Mayor Wagner attempted to place the responsibility for the city ticket tax directly on the state government last spring, on the grounds that refusal of state fiscal aid for the city forced the latter to adopt such unpopular measures as the nuisance tax.

These observers remarked that if the friendlier Democratic state administration now grants fiscal relief to the city, the sincerity of Mayor Wagner's statements of last spring will be put to the test. Wagner wired Gov. Dewey last spring urging adoption of a three-point program which would enable the city to raise $25,000,000 needed without new taxes. He also told the governor that he would veto the five per cent admission levy if the governor would sponsor legislation at the special session of the Legislature to give the city the $25,000,000.

To File Briefs Tomorrow

In the meantime, exhibitor attorneys were putting the final touches on appellant briefs which will be filed tomorrow in Brooklyn Appellate Division court. Assistant Corporation Counsel Stanley Buchsbaum, representing the city in the current five per cent tax suit, will file his respondent brief by Nov. 20.

The city is also expected to appoint a successor to Corporation Counsel Adrian P. Burke who has been elected to a 14-year term in the Court of Appeals. If the current tax suit ever reaches the Court of Appeals in Albany, Burke will disqualify himself from hearing the case.

One Film Yearly

(Continued from page 1)

meeting of the Motion Picture Export Association. It was further reported that the Federation agreed that subsequent to 1955, the international festival should not be in the same country two successive years.

However, for 1955, Cannes and Venice were both considered eligible provided both cities agree to the governing principles in 1956.

TOA-RKO Meet

(Continued from page 1)

C. J. Tevlin, vice-president in charge of RKO Radio studios, would be interested in meeting with a TOA committee in Los Angeles at TOA's convenience, adding "I might suggest a meeting after Jan. 1."

TOA Members Pledge Thousands of Dollars To Production Plan

By Staff Correspondent

CHICAGO, Nov. 3.—Several hundred thousand dollars has already been pledged by Theatre Owners of America members to the association's production finance project, it was revealed here yesterday. An official tabulation probably won't be completed until after the annual convention closes tomorrow.

However, it was learned that there were at least five pledges of $20,000 each and several for $30,000 each. There were many more individual pledges of sums between $10,000 and $15,000.

The TOA convention adopted a resolution calling for the exhibitor group's board of directors to authorize its officers to form or financially support new film production. Calling the proposal the "Super-Makelim Plan," the convention pledged members to contribute the equivalent of an average week's film rentals to create financing for the project, and also pledged playing time in their theatres to such product.

Non-Members Welcomed

An invitation to participate in the production project has been extended to all non-TOA members by the convention, which also proposed that the Department of Justice be asked to approve amendments of the decrees in the Paramount case to permit divorced theatre companies to engage in film production to help alleviate the product shortage.

Nathan

(Continued from page 1)

Robert Pelton, Pelton Popcorn Co., Bloomdale, succeeded Harold M. Alver, Premier Popcorn Co., Watseka, Ill. For manufacturer-wholesale, Allan W. Adams, Adams Corp., Beloit, Wis., replaced Syd Spiegel, Super Puft Popcorn, Ltd., Toronto. For theatre-concession, Nathan Buchman, American Theatre Supply Corp., Boston, succeeded Nathan. For retail popcorn shops, H. H. Miller, Caramel Crisp Shop, Madison, Wis., succeeded Jerry Berger, Topsy's Popcorn, Kansas City.

For jobber-distributor, Dave C. Evans, Gold Medal Products Co., Cincinnati, replaced Augie J. Schmitt, Houston Popcorn and Supply Co., Houston. For brokers, A. J. Villiesse, Villiesse Sales Co., Wilmette, Ill. succeeded Hersch I. Yesley, Yesley Bros. Sales Co., Newtonville, Mass. For equipment manufacturers, Rex Yocum, Seedburo Equipment Co., Chicago, replaced H. E. Chrisman, Cretors Corp., Nashville.

Steinberg Named to UA Brazilian Post

H. Alfredo Steinberg has been named United Artists' assistant manager in Brazil.

Steinberg is a native of Rio de Janeiro and entered the industry in 1932 with Companhia Cine Brazil, an exhibitor organization. Subsequently switching to distribution, he successively held executive sales posts with Paramount, Universal, Monogram, and more recently with Columbia.

VV Productions Will Be Available in Anamorphic Prints

By Staff Correspondent

CHICAGO, Nov. 3. — Doubt in some areas of the industry that Paramount would actually make VistaVision productions available in anamorphic prints was dispelled today by Loren L. Ryder, head of the Paramount studio technical department, at the TESMA-TEDA-TOA convention forum.

In addressing an audience of about 800 assembled for discussion of technical problems in exhibition with the new systems, Ryder said that his company definitely plans to supply anamorphic VistaVision prints for theatres that want them, with a compression-expansion ratio of one-and-a-half to one, as originally announced, regardless of the fact that this ratio will not be compatible with squeeze prints of CinemaScope and of RKO Radio's SuperScope productions.

Through Squeeze Prints

Ryder pointed out later, during the open discussion period of the forum, that it would be through squeeze prints that Paramount would make VistaVision productions available for projection in the widths of picture in which drive-in theatres are presenting CinemaScope.

For anamorphic prints in the Paramount squeeze ratio, cylindrical lenses would be made available by Bausch & Lomb, said A. E Neumer of that company, another forum speaker. He indicated that Bausch & Lomb is now working on an adapter for that purpose. He said such an adapter had been developed also in a variable type for adjustment through a range of anamorphic ratios, but that this had not proved feasible because of the sacrifice of other optical values.

Sponable Heard

Defending magnetic sound as a method practicable for theatres generally, Earl Sponable, technical director of 20th Century-Fox said that while present magnetic heads had proved capable of reproducing between four and five million feet of film, an alloy of aluminum and iron, called alfenol, had been used experimentally and had indicated it could increase head life about five times that of the present rating.

TOA Will Cite Kaye Today in Chicago

CHICAGO, Nov. 3.—Danny Kaye will be cited as "the star of the year" at tomorrow's annual convention banquet of the Theatre Owners of America at the Conrad Hilton Hotel here.

Kaye's tribute will come just one day after his new starrer "White Christmas," Paramount's first VistaVision production, opens at Chicago's State Lake Theatre.

Gollin, Rand Merge

Ed Gollin Associates of New York and Jess Rand Associates of Beverly Hills, press and public relations offices, announced they have a working agreement to give East-West service. Among the accounts represented are Filmakers, Jeff Chandler Enterprises, Will Mastin Trio and Sammy Davis, Jr.

TOA Predicts Peace Meet

(Continued from page 1)

was delegated to talk for all distributors.

Starr virtually ripped the distributors apart for product shortages, high rentals and clearances. While not going along with Allied's proposal for Federal regulation, Starr said that Allied was acting in desperation and that its leaders could not be blamed for seeking outside assistance. "We all will run to the government unless we get relief," Starr said.

When Starr finished, to a round of applause, Lichtman again took the floor and denied any conspiracy among the distributors.

"I have never talked with another sales manager about his film terms or policies," Lichtman said.

Sees Nothing Gained

Lichtman pleaded with the convention not to go to the government, claiming that nothing would be gained by such a move. He asserted that film shortages were due to the elimination of block booking and theatre divorcement, pointing out that the studios could not afford to keep large stock companies of players and inventories of product when there was no assured outlet. He also denied that the distributors were enjoying their greatest era of prosperity as had been stated by exhibitors. He said that increased profits were only by comparison with those of recent years, but that earnings were much greater a decade ago.

Instead of going to the government, Lichtman said, both sides should get together and work out solutions like "sensible business men." It was on that statement that TOA leaders believe a meeting will be called shortly by distribution to settle many of the problems.

Today's sessions were largely devoted to operating subjects. Drive-in exhibitors this morning covered topics such as screen surfaces, dust and mosquito control, playgrounds and concessions. A review of new techniques and media occupied the afternoon session.

Five Firms Hosts

Yesterday the convention was the luncheon guest of Motion Picture Advertising Service Co. and United Film Service Co., at which Claude Lee, executive of the former company, was the principal speaker. Today the luncheon hosts were Motiograph, Nestle Co., RCA, National Theatre Supply, Charles E. Hires Co. and Radiant Manufacturing Corp. Coca Cola was the host at a buffet last night and Pepsi Cola was the host at a supper and barn dance tonight.

The convention yesterday agreed to sponsor an audience collection for the Will Rogers Memorial Hospital, the collection to be conducted for a single day nationally.

A 30-minute television subject, showing clips from forthcoming product, was shown at the luncheon today. Prepared by Bruce Balaban, the reel is currently in use and Balaban asked TOA endorsement of it as a business stimulator. Previously, the convention voted to form a committee to further an all-industry TV program to be telecast on Monday nights.

"THE HUMAN JUNGLE"

"THE BOB MATHIAS STORY"

"TONIGHT'S THE NIGHT" TECHNICOLOR

YOUR

"TARGET EARTH"

"CRY VENGEANCE"

"PORT OF HELL"

BEST

"THE ANNAPOLIS STORY" TECHNICOLOR

MOVE

"THE BIG COMBO"

"SHOTGUN" TECHNICOLOR

IN 1954 -55

"JOHN BROWN'S RAIDERS"

"THE BLACK PRINCE" CINEMASCOPE

IS WITH

"HOLD BACK THE NIGHT"

THE COMPANY THAT'S ON THE MOVE!

ALLIED ARTISTS

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 88 NEW YORK, U. S. A., FRIDAY, NOVEMBER 5, 1954 TEN CENTS

5 Trustees to Guide New Exhibitor Finance Firm

Plan to Launch Project Is Finalized by TOA Board; Association to Advance $5,000 for Trustees to Meet Organizational Expenses

By AL STEEN

CHICAGO, Nov. 4.—Machinery for the launching of a film financing company, to be initiated by the Theatre Owners of America but completely independent of the association was formalized here today by the TOA board at the windup session of the annual convention at the Conrad Hilton Hotel.

The TOA officers were instructed to appoint not more than five exhibitors as trustees for the purpose of receiving the funds that are to be subscribed by the TOA members. At least one of the trustees will not be a member of TOA. The trustees will function until such time as the finance company is legally prepared for the acceptance and use of the subscription funds, it was explained by general counsel Herman Levy.

Of the five trustees authorized, the four named today are: L. S. Hamm, San Francisco; Sam Pinanski, Boston, John Rowley, Dallas, and Myron Blank, Des Moines. TOA will lend $5,000 to the trustees for the purpose of meeting organizational expenses, but this sum will be returned to the organization after the finance company has been set up.

It was stressed by retiring TOA president Walter Reade, Jr., that the finance company is not a TOA organization. "We are starting it for exhibitors," Reade said. No goal figure for subscriptions has been set; this

(*Continued on page 6*)

Improves Attitude

TOA Leaders Hail Columbia Finance Plan

Some Are Skeptical But Most Applaud the Move

By Staff Correspondent

CHICAGO, Nov. 4.—Theatre Owners of America leaders as a whole today hailed Columbia Pictures' announcement that it had allocated $10,000,000 to finance independent production in an effort to alleviate the shortage of product, but there were some dissident comments among the exhibitors attending the convention here.

Nevertheless, the announcement from Harry Cohn, president of Columbia, brought about an immediate improvement in exhibitor attitude toward the company whose sales policies were twice classified by Allied States as the harshest of all companies and which

(*Continued on page 3*)

Casting Poses Grave Problem, Says Powell

There are about 10 to 15 actors and actresses presently in Hollywood who have a "draw" at theatre boxoffices, according to Dick Powell, producer of the RKO Pictures' CinemaScope release, "The Conqueror," which will be distributed nationally at Eastertime.

These personalities who bring the

(*Continued on page 6*)

Columbia to Get U.S. Bond Award

WASHINGTON, Nov. 4.—Columbia Pictures will receive a "Distinguished Service Award" from the Treasury Department for a five-minute savings bond film that will be shown in theatres and on television screens next year.

The film plugs the purchases of the government's E and H savings bonds. Judy Holliday will receive the Treasury's "Minute Man Flag Award" for her part in the film. Both awards will be presented Monday night during a dinner climaxing a two-day meeting of Treasury Department bond salesmen to plan their 1955 sales campaign.

Para. 39-Week Net Up to $6,390,000, $1.4-Million Gain

Paramount Pictures Corp. yesterday estimated its consolidated earnings for the third quarter ended Oct. 2, at $2,428,000 after provision for United States and Canadian income taxes.

The earnings represent $1.10 per share on the 2,208,133 shares outstanding.

Consolidated earnings for the corresponding quarter last year were estimated at $2,005,000 and represented

(*Continued on page 3*)

Union City House Files Trust Suit

A $1,050,000 anti-trust suit was filed here by Marlies Theatre Corp., operators of Park Theatre, Union City, N. J., against the eight major film companies, Skouras Theatres and others.

The suit, filed in Federal District Court, alleged the Park Theatre was

(*Continued on page 3*)

Three Drive-ins File Anti-Trust Actions Seeking $4,575,000

PITTSBURGH, Nov. 4.—Three outdoor theatres, the South Park Drive-In Theatre, Blue Dell Drive-In, and the Community Drive-In, filed three separate anti-trust complaints in Federal Court of the Western District of Pennsylvania here today seeking judgments totaling $4,575,000 from producing-distributing companies and theatre circuits. The suits charge discrimination and unreasonable restraint.

The three drive-ins, which are rep-

(*Continued on page 3*)

Could Cancel the Allied Bill: Myers

By Staff Correspondent

WASHINGTON, Nov. 4.—Allied States Association general counsel Abram F. Myers said Allied's bill for Federal regulation of the film industry could be put "in deep-freeze" if enough film companies follow Columbia's example and begin large-scale financing of independent film production.

"Without knowing the details of the Columbia action," he declared, "I certainly welcome the idea of additional production and release of pictures. The market is in a starved condition and we need pictures. Anything more will be welcomed by exhibitors."

Myers added that he thought other producers could do the same thing and would probably be forced to do the same thing by Columbia's action in order to preserve their own competitive position.

Asked what effect this might have on Allied's regulation bill, Myers then declared that if additional companies did the same thing and did it on a sufficiently large scale, "we'll be able to put it (the bill) in deep-freeze."

MILWAUKEE, Nov. 4.—Ben Marcus, president of Allied States, questioned here today regarding Columbia Pictures' plan to appropriate $10,000,000 for the financing of independent producers, declared: "I am very highly grateful and am greatly encouraged that Columbia is interested in the exhibitors and in the future of our business. The exhibitors of America are happy and grateful for Columbia's appropriation and will be happy to support Columbia pictures. It is gratifying to know that Columbia has taken such an optimistic and enthusiastic interest on behalf of our industry and the needs of the exhibitors."

N. T. Elects Rhoden Head

By Staff Correspondent

HOLLYWOOD, Nov. 4.—The board of directors of National Theatres, Inc., today elected Elmer C. Rhoden president of the circuit. Rhoden succeeds Charles P. Skouras, who died Oct. 22.

Rhoden, who has been president of Fox Midwest Theatres, will move here from Kansas City and will conduct his management operations from the National Theatres headquarters building.

The NT board, at the same meeting, also elected Alan May, treasurer,

(*Continued on page 6*)

Personal Mention

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, has arrived in Hollywood from New York.

•

CHARLES J. FELDMAN, Universal-International vice-president and general sales manager, and RAY MOON, assistant general sales manager, will return to New York today from Chicago.

•

MAX THORPE, Columbia International managing director for the United Kingdom and Ireland, and MRS. THORPE will arrive here Monday from London.

•

BERNARD JACON, I.F.E. Releasing Corp. vice-president in charge of sales, will return to New York tomorrow from Atlanta.

•

MIKE SIMONS, in charge of consumer relations for M-G-M, will return to New York today from Chicago.

•

ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager, entered Mt. Sinai Hospital here yesterday for a throat operation.

•

BRAD SPRINGSTEEN, producer, with EDMUND PURDOM and GILL DESMOND, arrived in New York yesterday via B.O.A.C. Monarch.

•

ALEX HAVEMANN, authority on Africa who assisted in the production of "Untamed," has left Hollywood for Australia and New Zealand.

•

JACK CARTER, of "Woman's Home Companion," will leave here over the weekend for the Coast.

•

EDWARD MOREY, NORTON V. RITCHEY and HERMAN RIFKIN, Allied Artists vice-presidents, will leave here at the weekend for Hollywood.

•

GEORGE NICHOLS, M-G-M studio publicist, has returned to Hollywood from New York.

Lopert Due Here Sun.

Ilya Lopert, president of Lopert Films, is scheduled to arrive here on Sunday from England to confer with associates on his latest production, "Summertime," adapted from the Broadway stage play, "Time of the Cuckoo."

Youngstein to Coast

Max E. Youngstein, United Artists vice-president, will leave here by plane today for Hollywood, where he will confer on forthcoming releases with West Coast officials and producers. He will visit San Francisco before returning to New York.

Kaufman's Mother Dies

Fanny Kaufman, mother of H. C. Kaufman, Columbia Pictures manager of exchange operations, died here yesterday. Funeral services will take place today.

New Exhibitor Unit Opposes So. Africa C'Scope Importation

By Staff Correspondent

CAPETOWN, S. A., Nov. 4.—The recently formed Independent Exhibitors' Association opposed applications by M-G-M, 20th Century-Fox and the Schlesinger organization for permission to import hitherto banned CinemaScope and other new wide screen equipment at a hearing in Pretoria this week conducted by the South African import controller's office.

Called Too Expensive

The exhibitor organization's opposition was based on the contention that the new medium is expensive and impractical for their needs. They maintained that standard 2-D prints of CinemaScope productions are sufficient for the purposes of exhibitors here.

The hearing is regarded as having some bearing, too, on the future of VistaVision in this market owing to Schlesinger's association with Paramount here.

Souvenir Program On 'Aida' Prepared

A 20-page illustrated souvenir program for the first opera film in color, S. Hurok's "Aida," to be released by I. F. E. Releasing, has been prepared for sale in theatres playing the production of the Verdi classic. Included are facts concerning the production of the film, its cast and the history of the opera, as well as the complete libretto.

Hurok screened the film here last night for a large group of guests at the Museum of Modern Art. Among those present were educational and labor leaders and prominent figures in the local Italian community.

Travers, Yankee Web President, Resigns

BOSTON, Nov. 4.—Linus Travers, president of the Yankee Network, has resigned effective Dec. 1. A pioneer in motion picture-radio advertising, Travers has launched more than 60 successful motion pictures on television advertising in this area with Terry Turner.

After 25 years in the station operating business, Travers will enter a new field, setting up a company specializing in radio and TV sales, promotion and merchandising, designed for radio and TV stations as well as for agencies and advertisers.

'Contessa' Has Gala West Coast Opening

HOLLYWOOD, Nov. 4.—An impressive array of industry officials and celebrities were in attendance as United Artists launched "The Barefoot Contessa" at the Fine Arts Theatres here last night.

Among the stars and executives attending the West Coast opening were Mary Pickford, co-founder and present co-owner of UA, Humphrey Bogart, Ava Gardner, Joseph L. Mankiewicz, Edmund O'Brien and many others.

Concessions Gross High for Drive-ins

CHICAGO, Nov. 4.—Drive-in patrons now spend an average of 20 cents per admission on concessions, it was brought out at the concessions forum of the Theatre Owners of America convention here today. Some exhibitors reported that their concessions sales often exceeded the box office gross for a single day.

Miami's Olympia To Close Nov. 9

Special to THE DAILY

MIAMI, Nov. 4.—The closing of the 2,200-seat Olympia Theatre, this area's only vaudeville theatre, on Nov. 9 was announced here by Harry Botwick, Southeastern district supervisor of Florida State Theatres.

In his unexpected announcement, Botwick said "We're closing the Olympia because it is no longer economically feasible to operate."

Cinerama representatives have been considering the location but no deal has been made, according to Botwick. The Olympia was opened Feb. 18, 1926.

Expect Capacity for Smith-Morgan Fete

PHILADELPHIA, Nov. 4. — A capacity crowd is expected to be present on Monday when Variety Club Tent 13 and industry members from this area honor Ulrich F. Smith, Paramount branch manager here, and Oscar Morgan, Paramount short subjects general sales manager at a testimonial dinner upon completion of 40 years of service with the company. Howard Minsky will be toastmaster at the Bellevue Stratford Hotel affair.

Smith started with Paramount in 1914 in the shipping department, advancing to the booking department and then to sales manager here. He became branch manager in 1941.

Morgan, whose offices are in New York, was Philadelphia branch manager prior to his promotion to general sales manager of short subjects.

Lambert Named Assistant to Todd

Sammy Lambert, unit manager for Magna Produetions, has been named executive assistant to Michael Todd, head of the newly organized Michael Todd Productions, which will make two pictures yearly in the Todd-AO process.

Lambert has been closely associated with Todd's Broadway ventures since 1936. He has produced several Broadway shows including the musical version of Booth Tarkington's "Seventeen."

Hyman to Midwest

Edward Hyman, vice-president of American Broadcasting - Paramount Theatres, will leave here on Sunday for a week's tour of the Tri-State Midwest area and Minnesota.

News Roundup

Leases Memphis House

Jack Katz, veteran theatre manager and circuit executive of Memphis, has leased the Ritz Theatre here from Dave Flexer, owner. Joe Simon will continue temporarily as manager, then rejoin the Flexer organization. Katz was formerly district manager for Paramount Tenarken Theatres, which operates the Strand here.

■

'Command Performance'

Walt Disney's first 3-D cartoon short subject "Melody" has been selected for this year's Royal Command film performance in London, it was announced here by Leo F. Samuels, general sales manager of Buena Vista. The command performance will be given in Loew's Empire Theatre, London, Nov. 15.

■

Buys Troy Theatre

The Troy Theatre in upstate New York, a 1,975-seater, has been purchased for investment purposes by Martin A. Ginsburgh, of Glens Falls, but Stanley Warner will continue operation of the theatre on lease, as did the Warner Circuit for many years. Purchase price was not announced, although a $100,000 mortgage was filed in the office of the Rensselaer county clerk.

■

U.S.I.A. Film to Rep.

Republic Pictures will distribute overseas a new U.S. Information Agency film, "Dance to Freedom," the agency has announced in Washington. The film tells the story of two leading Hungarian ballet dancers who fled from behind the iron curtain to Freedom in West Germany. The agency has recently adopted a policy of trying to get wider overseas audiences for its films by having private film companies distribute the pictures through regular commercial theatre channels.

■

'Widow' Strong at Roxy

A first week's gross of $62,000 is reported by 20th Century-Fox for its "Black Widow" in CinemaScope at the Roxy Theatre here. The figure was chalked up despite bad weather on several days of the opening stanza, the company pointed out.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
Color by Technicolor - A Paramount Picture
and SPECTACULAR STAGE PRESENTATION

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Col. Finance

(Continued from page 1)

were criticized by exhibitors here. Some exhibitors even had threatened to boycott Columbia product.

B. B. Wilby of Atlanta said that Columbia still would have control of releases and that it could withold one of its own pictures to make an independent picture available. He said that unless Columbia increased the product availability through its financing plan, not much could be gained.

Alfred Starr of Nashville described the announcement as being "wonderful if true."

Points to 'Backlogs'

Ed Zorn of the Illinois TOA unit pointed out that the release would still be in Columbia's hands, adding that some companies have big backlogs but are holding back on release. The exhibitors want those pictures on the market, he said.

Other comments, however, were more favorable. Typical were the following:

E. D. Martin, newly elected president of TOA: "This is the best news I've heard in a long time."

Sam Pinanski of Boston: "I'm happy to see Columbia break the ice. I compliment any company that recognizes the plight of the exhibitor in a short market. I know of no source of supply that is better than that conducted by an existing company. I hope all other companies will follow Columbia's lead and make more pictures because more pictures will help exhibition, with prosperity for all."

R. J. O'Donnell, Dallas: "The news from Columbia is exciting and encouraging. If Columbia doesn't curtail its own program, I wish it success in the venture. I extend my hand of fellowship to the company."

Reade Enthusiastic

Walter Reade, Jr., retiring TOA president: "It's wonderful news."

Mitchell Wolfson, Miami: "Columbia's announcement, if carried through, will solve many of the industry's problems. It certainly is a step in the right direction. I congratulate Columbia for its forward-looking move."

Emanuel Frisch, president of the Metropolitan Motion Picture Theatre Association of New York: "All exhibitors will be happy to hear the news. I hope there will be a lot of new pictures and that all of them will be good."

In New York, exhibitors also expressed enthusiasm about Harry Cohn's announcement. Typical comments were:

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres: "I am delighted to see Columbia approaching the shortage of product progressively."

Eugene Picker, vice-president of Loew's Theatres: "We could always use good, top-flight product at all times."

Wilbur Snaper, president of New Jersey Allied: "We welcome additional films from all sources."

Myerberg in London

LONDON, Nov. 4. — Michael Myerberg, producer of "Hansel and Gretel," has arrived here for three to four weeks of conferences with RKO foreign executives on the distribution of his Technicolor feature. Following meetings here with Robert S. Wolff, RKO's managing director for the United Kingdom, Myerberg will go to France, Germany and Italy.

Drive-ins 'Trust' Suits

(Continued from page 1)

resented by the law firm of Malkan & Ellner, also listed 44 co-conspirators, including the Motion Picture Association of America, in their complaints.

Among the defendants in the suits are Warner Brothers, Stanley Warner Corp., RKO Pictures Corp., RKO Theatres Corp., 20th Century-Fox Film Corp., Universal Pictures Co., Inc., American Broadcasting-Paramount Theatres, Inc., Loew's, Inc., Paramount Pictures, Altoona Publix Theatres, Inc., Penn Paramount Corp., Comerford Theatres, Inc., United Artists Corp., United Artists Theatre Circuit, Inc., Harris Amusement Companies, Jamestown Amusement Co., Inc., National Theatres, Inc., Wesco Theatres Corp., Columbia Pictures Corp., Allied Artists Pictures Corp., Monogram Pictures, Inc. and Republic Pictures Corp.

Co-Conspirators Listed

The co-conspirators, which the drive-ins claim acted in concert with the defendants, are: Arizona Paramount Corp., B & K Management Corp., Balaban & Katz Corp., William Berinstein Theatres, Buffalo Paramount Corp., Fanchon & Marco, Inc., Fanchon & Marco Service Corp., Florida State Theatres, Inc., Intermountain Theatres, Inc., Interstate Circuit, Inc. and Texas Consolidated Theatres, Inc., Jefferson Amusement Co. and East Texas Theatres, Inc., Kallet Theatres, Inc., Maine & New Hampshire Theatres Co., Malco Theatres, Minnesota Amusement Co., Monroe Amusement Co., New England Theatres, Inc., Northio Theatres Corp., Paramount Enterprises, Inc., Paramount Gulf Theatres, Inc., Paramount Pictures Theatre Corp., Publix Bamford Theatres, Inc., Publix Great States Theatres, Inc., Tenarken Paramount Corp., Tri-State Theatre Corp., United Detroit Theatres Co., Wilby Kincey Service Corp., Evergreen State Amusement Corp., Fox Inter-Mountain Theatres, Inc., Fox Midwest Theatres, Inc., Fox West Coast Theatres Corp., Fox Wisconsin Theatres, Inc., Fabian Theatres, United California Theatres, Inc., Poli New England Theatres, Inc., RKO Midwest Corp., RKO Proctor Corp., RKO Orpheum Corp., Skouras Theatres Corp., Metropolitan Playhouses, Inc., Randforce Amusement Corp., Brandt Theatres, Schine Circuit, Inc., and the MPAA (formerly the Motion Picture Producers and Distributors of America, Inc.).

The three plaintiffs claim discrimination and unreasonable restraint by the defendants and others acting in concert with them. Some of the exhibitors and a trade association are not named as defendants because they are not subject to service of the process in this suit, attorneys said.

The drive-ins state in their complaints that the "Big Five" producer-distributor defendants controlled, monopolized and arrogated to themselves, directly and through subsidiaries, affiliated and jointly owned companies, the cream of the motion picture exhibition business; that is, first run and other early exhibition of feature films. The other defendants acquiesced, the complaint charges.

In furtherance of the alleged conspiracy, the defendants have discriminated against local independent exhibitors, including drive-ins such as the South Park, Community and Bell Dell, in many respects, such as runs and clearances, film rentals, maintenance of minimum admission prices, and in unreasonably withholding prints from independent exhibitors after availability by false claims that all prints were previously booked, it is charged.

Restriction Charged

Arnold Malkan, attorney for the outdoor houses, charged that the "defendants skimmed the cream of the exhibition business, which consists of first-run and other early showings. At first, they refused to license product to independent drive-ins on any terms but later on restricted pictures and delayed runs on product which were given to the outdoor houses," he contended.

The South Park Drive-In seeks a judgment of $2,225,000 together with interest. The Blue Dell Drive-In and the Community Drive-In each seek judgments of $1,275,000. It is believed that the complaints are among the first to list damages to concessions as well as the theatre, Malkan said.

Para. Profit

(Continued from page 1)

89 cents per share on the 2,256,158 shares then outstanding.

Consolidated earnings for the nine months ended Oct. 2, 1954 after taxes are estimated at $6,390,000. These earnings include net profit on sale and adjustment of investments in subsidiary and affiliated companies of approximately $832,000, after deducting applicable income taxes. These earnings, including such net profit on sales of investments represent $2.89 per share and, excluding such net profit, $2.52 per share, the company reported.

Consolidated earnings for the first nine months of 1953 were estimated at $4,996,000 and represented $2.21 per share.

Para. Votes 50 Cents

The board of directors of Paramount Pictures yesterday voted a quarterly dividend of 50 cents per share on the common stock, payable Dec. 14, to holders of record Nov. 29.

Union City House

(Continued from page 1)

deprived of first and subsequent run product because of an alleged conspiracy among the defendants. Others included in the suit are Republic and subsidiaries of Loew's, Stanley Warner and RKO Theatres.

Ehrlich Elected D.C. Tent Chief Barker

WASHINGTON, Nov 4. — Alvin Q. Ehrlich, vice-president of Kal, Ehrlich and Merrick Advertising, Inc., was elected chief barker of the Washington Variety Club Tent 11 for the year starting in January.

Phil Isaacs, Paramount Pictures branch manager, was elected first assistant chief barker and Loew's Eastern division manager Orville Crouch was elected second assistant chief barker.

Other officers elected for the coming year were: Frank Boucher, property manager; Sam Galanty, dough guy; and Morton Gerber, convention delegate. Elected to the new board of governors were J. E. Fontaine, Marvin Goldman, Nathan D. Golden, Sam Wheeler, Hirsh De La Viez, George M. Crouch, and Messrs. Ehrlich, Galanty, Boucher, Isaacs and Orville Crouch.

People

Louis Lober, general manager of the foreign department of United Artists, marks two milestones this week. Lober rounds out 25 years in the industry and simultaneously celebrates his 25th wedding anniversary.

¤

Bill Fincher is the new owner of the Bay Mountain Drive-In at Kingsport, Tenn. Fincher was formerly a theatre owner in Chattanooga.

¤

William R. Kelley of WDTV was elected commander of the Pittsburgh American Legion Variety Post 589 at a testimonial luncheon in the Varicty Club honoring outgoing commander **B. N. Rosenberg. Donald W. Chaban,** 1st vice-commander; **Paul Krumenacker,** 2nd vice-commander; **James Gallagher,** finance officer; **C. C. Kellenberg** of 20th Century-Fox, adjutant; **Morris Berman,** "Sun-Telegraph" photographer, service officer, and the **Rev. James S. Garahan,** chaplain, were also installed at the testimonial.

¤

Robert Wile, secretary of the Independent Theatre Owners of Ohio, will make a number of speeches to the Junior Chamber of Commerce of that state starting in November and ending in June.

¤

Mrs. Norma Jacobson, daughter of **Si H. Fabian,** president of Stanley Warner, is serving as director of public service for the Albany UHF station, WTRI. Fabian is a director of the operating company, Van Curler Broadcasting.

¤

Jack Boddam of National Theatres head office in Toronto has been appointed manager of the circuit's latest art theatre, the Towne Cinema at Ottawa, replacing **Ronald Wedgewood,** who resigned to become manager of the Rialto, an independent house in the Canadian capitol.

¤

John Davis of London, chief executive of the J. Arthur Rank Organization, is expected to visit Toronto at the time of the Canadian industry convention during the week of Nov. 22.

¤

Vincent Kelly, owner of the Empress Theatre, Kemptville, Ont., was honored in a special ceremony in Toronto of the Knights of Columbus for his long service in behalf of the organization.

PARAMOUNT'S BIG CHRI
WILL BE "MARTIN AND LEWIS

Step Up And Read All About

THE MOST STUPENJOUS, TREMENJOUS, COLOSSAL HOLIDAY ATTRACTION OF THEM ALL!

"VISTAVISION CATCHES ALL THE GLAMOUR OF THE CIRCUS. A comparison with other circus stories is inevitable, especially since Paramount also produced the most extravagant of all circus features, 'The Greatest Show On Earth.' But 'Three Ring Circus' ranks high even in comparison with that outstanding boxoffice success."—*Film Daily*

"SHOULD MAKE A LOT OF MONEY! The zooming popularity of Martin and Lewis, plus a glamorous circus background shot in Technicolor and VistaVision make this a good bet for any theatre. A colorful picture—excellent routines —hilarious nonsense."

—*Hollywood Reporter*

"ENJOYING THE FULL BENEFIT OF VISTAVISION, this expensively mounted Hal Wallis entry should ring up returns for all concerned. Lewis carries emotional appeal and team socks across the comedy song 'Hey, Punchinello' for one of highlights."

—*Daily Variety*

"WILL ESTABLISH A RECORD OF PRAISE, PATRONAGE AND PROFIT A multitude of laughs, tear-jerking pathos and a long cavalcade of gags. The feature is in VistaVision, that intensively ballyhooed, new-look process."

—*Boxoffice*

"IT CAN'T MISS! Best idea anybody's had so far about what kind of subject to give Dean and Jerry is this one of Hal Wallis—an inspiration, no less—to place them in a circus and give 'em plenty of room. VistaVision makes the multi-colored circus scenes more compellingly genuine than any ever seen on the screen!"

—*Motion Picture Daily*

"A DEFINITE SMASH ATTRACTION — one of best Martin and Lewis offerings. Jerry wonderful and Dean does fine job. VistaVision adds tremendous clarity and scope to the large production sequences. Excellent entertainment from supporting circus performers. The kind of fun that will make the youngsters squeal with joy. Gabor is breath-taking. Dru attractive and convincing."

—*Showmen's Trade Review*

HURRY,
HURRY,
HURRY!

Call Paramount! Make Your Holiday Plans Now!

TMAS-NEW YEAR SHOW
MOST PROFITABLE PICTURE!"

—M. P. Daily

Paramount Pictures

DEAN MARTIN and JERRY LEWIS

IN

HAL WALLIS'

PRODUCTION

3 RING CIRCUS

PRESENTED THROUGH

VISTAVISION

MOTION PICTURE ... HIGH-FIDELITY

Co Starring

JOANNE DRU · ZSA ZSA GABOR

with Wallace Ford · Elsa Lanchester · COLOR BY TECHNICOLOR

Directed by

JOSEPH PEVNEY

Story and Screenplay by

DON McGUIRE

Convention

(Continued from page 1)

will be left to the trustees, it was said.

No action was taken by the board on James R. Grainger's proposal for TOA leaders to meet with him and C. J. Tevlin, RKO studio head, on a possible co-production project after Jan. 1. Grainger's invitation by telegram was sent to E. D. Martin, newly elected TOA president, who said that he had not replied to Grainger as yet, but when he does, he will state that the finance company must be organized officially before such a conference could be held.

No One 'Ruled Out'

Reade pointed out at a post-board meeting press conference that "any constructive thought on increasing production would be well received by TOA." He added that "we are not ruling out anybody." This statement was made in answer to a query as to whether the new finance company's product would be released through an established distributor.

The board did not make any formal statement on Columbia's announced plan to allot $10,000,000 to finance independent product to be released by Columbia. The directors individually expressed gratification of the announcement.

Although several hundred pledges to subscribe to the finance company, on the basis of an amount equal to a week's film rental, have been received, no complete tabulation can be made immediately. It was pointed out that many delegates must return to their homes and confer with partners and affiliates before they can commit themselves. However, Reade said that subscriptions "were coming in hourly."

'Grievance Director' Still Not Set by TOA

By Staff Correspondent

CHICAGO, Nov. 4.—No action was taken by the Theatre Owners of America board in the selection of a co-ordinator or a "film grievance director," which will be his title. It was pointed out that TOA is still looking for the right man, but as yet he has not been found.

'President's Banquet' Draws Film Stars

CHICAGO, Nov. 4.—Approximately 1,100 persons attended the president's banquet which completed the 1954 Theatre Owners of America convention here tonight. Robert J. O'Donnell was toastmaster. Among the stars present were Danny Kaye, Vera-Ellen, Robert Francis, Elaine Stewart, May Wynn, Rock Hudson and others.

Registration for TOA Meet 1,040

CHICAGO, Nov. 4.—Exhibitor registration for the Theatre Owners of America convention which ended here tonight totalled 1,040, the convention committee reported.

Overseas Engineers Of Westrex in N.Y.

Recording managers from overseas subsidiary companies of Westrex Corp. are now in New York attending a conference on new recording equipment and techniques. Among those attending are representatives from Australia, England, France and Japan. The conference has been convened by R. O. Strock, Westrex commercial recording engineer.

The program includes visits to studios in this area and next week all conferees will go to Hollywood to visit studios and inspect the Westrex Hollywood division and laboratories.

Those in attendance include J. Y. Abe, director and assistant manager, and K. Kagara, recording engineer of the Westrex Company, Orient, Tokyo; J. A. Todd, recording manager of the Westrex Company, Ltd., London; W. E. Kollmyer, manager of Westrex Australia Pty., Ltd., Sydney; R. Senechal, head of recording department of the Westrex Company, France-Belgium, Paris; and R. W. Wight, manager of Westrex Corporation's Hollywood division.

Johnston, President Will Confer Today

WASHINGTON, Nov. 4.—Motion Picture Association president Eric A. Johnston will call at the White House tomorrow to invite President Eisenhower to attend an international trade conference in New Orleans in February. The conference is designed to stimulate investment and trade in Latin American countries.

Johnston goes to the White House in his capacity as chairman of the President's International Development Advisory Board. He will be accompanied by C. D. Jackson, former White House psychological warfare aide.

RCA Pacts Smith

CAMDEN, N. J., Nov. 4.—The Phil Smith Management Corp. of Boston, one of the largest chains of outdoor theatres, has contracted for installation of RCA wide-arc screen lamps in 14 drive-ins located in eight states, it was announced by the Engineering products division, of Radio Corp of America.

Cathedral Memorial To Skouras by TOA

CHICAGO, Nov. 4. — Theatre Owners of America will furnish a Sunday School room in the St. Sophia Cathedral in Los Angeles as a memorial to the late Charles P. Skouras. This was voted today by the board of directors at its final convention session. In a formal tribute to Skouras, who was honorary board chairman, and which will be forwarded to his family, TOA said:

"The directors and members of TOA are united in their grief in the passing of Charles P. Skouras, a great American figure in the history and development of the industry, distinguished in his many honors, in his unimpeachable integrity and in the many manifestations of his charitable spirit, but most of all in his unfailing fearless courage displayed throughout his life."

Assoc. News Plans 3-Day 'Workshops'

MONTREAL, Nov. 4.—Associated Screen News, Ltd., will hold a three-day motion picture and television workshop here on Dec. 6-8 for the benefit of companies interested in the production of films for these fields, it was announced by William J. Singleton, general manager.

Outstanding motion picture and television authorities from Canada and the U.S. will speak at the three-day clinic which will be held at the Associated Screen News studios.

Dr. A. W. Trueman, the National Film Board commissioner, will be the first speaker at the opening session of the workshop on Dec. 6, speaking for the film industry. The second day's session will be opened by A. Davidson Dunton, chairman of the Canadian Broadcasting Corp., representing the Canadian television industry. E. Fitzgibbons of Famous Players Corp. will be the principal speaker during the third day of the clinic speaking on the operation of private television stations.

TOA DIRECTORS IMPLEMENT PLAN TO SEEK DECREE MODIFICATION

By Staff Correspondent

CHICAGO, Nov. 4.—As had been expected, the Theatre Owners of America directorate today confirmed its intention to seek a modification of the consent decrees. It was voted that the directors communicate to the Department of Justice a request from the membership and the board that the former theatre affiliates of the defendants in the U. S. vs. Paramount case be permitted to produce and distribute motion pictures "with the explicit understanding that all existing safeguards against monopolistic control shall continue to be rigidly enforced."

This move, it was said, was initiated so that the product flow can be increased and was recommended early in the TOA convention, which closed here tonight, by Alfred Starr of Nashville.

The decision to make the request to the Justice Department was the only action taken by the board for government assistance. No action was taken on the invitation by Ben Marcus, Allied president, to TOA for the latter's support in Allied's proposal for government regulation via the Federal Trade Commission. However, Walter Reade, retiring president, was asked by the board to write to Marcus and suggest that a joint committee of Allied and TOA members meet at Allied's earliest convenience to discuss the thoughts expressed in Marcus' letter.

While indications were that TOA would work closely with Allied on many industry affairs, there has been no hint or a suggestion of a merger of the two associations.

Rhoden

(Continued from page 1)

to membership on the 10-man directorate of the organization. No other executive changes were announced.

Elmer C. Rhoden, for more than three decades a prominent figure in the industry, was born in Le Mars, Ia., Educated at Omaha and Nebraska universities, he entered the industry with General Film, of Omaha, in 1912.

Following service in World War I, Rhoden joined the sales force of First National, Omaha, later becoming branch manager in Kansas City. Entering exhibition in the late 20's, he formed Midwest Theatre Co., which was subsequently sold to Fox West Coast Theatres, by which organization he was retained as division manager under Skouras operation, later being named president of Fox Midwest Theatres, Inc., and director and vice-president of National Theatres.

Rhoden long has been active in the Red Cross, March of Dimes, and the cancer, heart and community chest drives. He is a director of the Motion Picture Association of Kansas City.

Casting Problem

(Continued from page 1)

public into a theatre are usually committed to a film well in advance, causing a serious casting problem to producers, Powell said at a trade press luncheon-conference at Sardi's Restaurant here yesterday.

Powell, actor, director and now producer of top-budget films, stated that while "The Conqueror" cost about $6,000,000 to produce, he would like to travel about the various distribution territories in advance of the film's bookings to help exploit it so that his production could realize an eventual gross of $10,000,000. "We would break even on the picture in that way," he said.

The success of the picture will determine his future as a producer, Powell said. The former actor said that Howard Hughes had approached him about becoming head of RKO production, but "I felt I did not have enough experience for the job."

"The Conqueror" will be released first in CinemaScope and a short time afterwards, it is expected, Powell said, a number of SuperScope prints will be made for exhibitors not equipped with CinemaScope.

Powell, whose future plans are in the dark except for some television work, said that he is working on a Western, "The Long Wire," and that he is seeking some stage or book properties for the future.

Winter Board Meet Of TOA in Capital

CHICAGO, Nov. 4.—The mid-winter board meeting of Theatre Owners of America will be held in Washington early in February, the directors decided here today. Although no selection has been made of a convention city for 1955, Los Angeles appears to be favored.

Directors pointed out that Los Angeles would be preferable because they then could be close to production, which would be in line with TOA's push for more product.

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THEODORA, SLAVE EMPRESS

GEORGES MARCHAL in "THEODORA, SLAVE EMPRESS" • Starring GIANNA MARIA CANALE as THEODORA • With RENATO BALDINI • IRENE PAPAS • CARLETTO SPOSITO and with HENRY GUISOL and ROGER PIGAUT • Directed by RICCARDO FREDA • Photographed by RODOLFO LOMBARDI • PATHECOLOR • A LUX Film • An I.F.E. Release.

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All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 89 NEW YORK, U. S. A., MONDAY, NOVEMBER 8, 1954 TEN CENTS

TESMA's Plan

Allied Cool To '55 Joint Meeting Idea

But Indications Are Board Would Decide

Questioning of Allied States leaders at the weekend revealed little enthusiasm for the suggestion of an all-industry convention of both national exhibitor organizations with Theatre Equipment and Supply Manufacturers Ass'n., Theatre Equipment Dealers Ass'n. and the International Popcorn Association.

The suggestion, made by TESMA during the Theatre Owners of America convention in Chicago last week, was that a huge trade show run for a week with an Allied national convention during the first three days

(*Continued on page* 4)

Good Foreign Films Scarce, Mayer Says

There is a great scarcity of good foreign language product in the United States as foreign producers, in seeking an export market, have been imitating Hollywood production methods and disregarding the local flavor, Arthur L. Mayer, independent foreign picture distributor, said in an interview here.

Arthur Mayer

Foreign product, which has been produced with quality, flavor and appeal, has

(*Continued on page* 4)

Pioneers' Dinner Committee Named

The dinner committee for the 16th annual showmanship dinner of the Motion Picture Pioneers, honoring Si H. Fabian and to be held at the Sheraton Astor Hotel here Nov. 17, was announced on Friday. Herman Robbins, general chairman for the affair, heads the dinner committee also. The following are committee members:

J. W. Alicoate, Richard W. Alt-

(*Continued on page* 2)

SPG Members Feel Toll-TV Future Great: Blaustein

By LESTER DINOFF

About 85 per cent of the Screen Producers Guild membership presently feel that subscriber television has "enormous future possibilities," Julian Blaustein, producer of 20th Century-Fox CinemaScope productions "Desiree" and "The Racers" said here at the weekend.

"The superficial judgment of producers to whom I have spoken, a few of whom being better informed about the subject than I, feel that subscription television offers unlimited film grosses," Blaustein stated in a trade press conference at the Hotel Plaza here on Friday.

Estimates of film returns on subscriber television have ranged from a "paltry $10,000,000 to a high of $100,-

(*Continued on page* 6)

Illinois Allied Backs Fight Vs. Pay TV

CHICAGO, Nov. 7.—The board of directors of Illinois Allied Theatre Owners at a meeting here voted a welcome to the formation of the Joint Exhibitors' Committee on Toll TV and recommended that Illinois Allied give its full support to the fulfillment of the Committee's objectives.

The board also approved a 24th anniversary celebration for Illinois Allied

(*Continued on page* 6)

No TV 'Down Under'; License Phonevision

CHICAGO, Nov. 7.—Subscription television utilizing Zenith's Phonevision systems has been licensed to the Rola Co., Melbourne, Australia, Zenith announced.

There is no TV in Australia or New Zealand yet. However, the Zenith announcement said that Rola will seek governmental and industry "support" for Phonevision at once.

Montague Accepts Illinois Allied Bid

CHICAGO, Nov. 7.—Abe Montague, Columbia vice-president in charge of sales, has accepted an invitation to address an Illinois Allied membership meeting and open forum at the Blackstone Hotel here Nov. 17.

Abe Montague

Montague had been invited to address national Allied's annual convention in Milwaukee last month but was unable to attend. His absence stirred considerable criticism among convention delegates inasmuch

(*Continued on page* 6)

Plan Progresses

Pinanski Head Of TOA Move For Product

Convention Delegates Sell Plan Regionally

By AL STEEN

Sam Pinanski of Boston has been named chairman of the trustee group which will set up the mechanics for the film financing company which was initiated at the Theatre Owners of America convention in Chicago last week.

The fifth man for the board of trustees will be announced this week. The others are L. S. Hamm, Pinanski, John Rowley and Myron Blank. Pinanski is a member of the board of the John Hancock Insurance Co. and the First National Bank of Boston, both of which have been active in film industry finance. Pinanski plans to hold the first meeting of the trustees

(*Continued on page* 4)

Makelim Caustic on Col. Financing Plan

By Staff Correspondent

HOLLYWOOD, Nov. 7.—Hal R. Makelim, president of the Makelim organizaton, discussing Columbia Pictures plan to allocate $10,000,000 for the financing of independent production, told MOTION PICTURE DAILY:

"There is nothing new in Columbia's sudden burst of generosity except the announced size of the bankroll. There has been an awful lot of talk by exhibitor organizations, the majors and everybody else about putting up money for independent production. It makes good headlines but where is the money? It's an old old story born no

(*Continued on page* 6)

New Copyright Pact Signed by President

WASHINGTON, Nov. 7. — The Universal Copyright Convention, drawn up for the protection of authors, composers and owners of literary works, was signed here Friday by President Eisenhower. The United States is the eighth nation to have ratified the convention, although 40 countries have indicated their intention of joining.

The House and Senate must now pass legislation to implement the convention.

Seeks to Back Producers

Rhoden, Taking NT Post, Sees a 'Brilliant Future'

By WILLIAM R. WEAVER

HOLLYWOOD, Nov. 7.—Elmer C. Rhoden, newly-elected president of National Theatres, Inc., on Friday declared that he sees a brilliant future for the motion picture exhibitor, with possibly a smaller number of theatres but with a larger revenue resulting from the improved quality of product.

Elmer Rhoden

Rhoden said that the National Theatres proposal to the U. S. Department of Justice that it permit a theatre circuit to invest money in production contemplates the giving of aid in the financing of important independent pictures with the purpose of expanding and enriching the flow of product. He added that he does not fear toll-TV as a potential competitor, because he doubts that it will be a success. He disclosed that General Electric has a new Eidophor prototype that it plans to demonstrate within 10 days and he expressed great confidence in the potential value of the new development.

National Theatres, which now owns no drive-ins, will maintain a flexible policy with regard to the acquisition

(*Continued on page* 2)

Personal Mention

J. R. GRAINGER, president of RKO Radio Pictures, who arrived in New York from Chicago last week, will remain here for two weeks before returning to the Coast.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, will arrive in Minneapolis today from New York.

•

DORE SCHARY, M-G-M vice-president in charge of production, left here yesterday by train for the Coast.

•

MARGARET ETTINGER, publicist, returned to Hollywood from New York on Friday by American Airliner.

•

FANNY HOLTZMAN, film attorney, left here Saturday for London by B.O.A.C. Mayflower.

•

IRVING BERLIN is due in New York today from London.

•

HOWARD KEEL arrived here Friday from London via B.O.A.C. Monarch.

Pioneers Dinner

(*Continued from page* 1)

schuler, Robert Benjamin, Harry Brandt, Sam Dembow, Jr., Ned Depinet, Jay Emanuel, William C. Gehring, William J. German, Abel Green, Benjamin Kalmenson, Harry M. Kalmine, Marvin Kirsch, Mrs. Chick Lewis.

Also, Edward Morey, John J. O'Connor, Eugene D. Picker, Martin Quigley, Charles M. Reagan, Sam Rinzler, Samuel Rosen, Alfred W. Schwalberg, Sol A. Schwartz, Ben Shlyen, Morton Sunshine, Harry J. Takiff, Joseph R. Vogel, Edward L. Walton, Mo Wax.

The entertainment program for the affair, which will present personalities of the show world in a "Cavalcade of Show Business" based on the career of Fabian, is being prepared and staged under the direction of the entertainment chairman, Sunshine.

Publicity on behalf of the dinner is under the supervision of Hal Danson, chairman.

'Theodora' to Open In 20 Texas Cities

"Theodora, Slave Empress," IFE's American-language Pathecolor film, will salute the State of Texas with a 20-city saturation premiere starting Dec. 2, according to Bernard Jacon, I.F.E. Releasing Corp. vice-president in charge of sales.

Some of the cities and theatres involved in the Texas premiere include: Interstate's State Theatre, El Paso; State, Galveston; Texas, San Antonio; Kirby, Houston; and Palace, Forth Worth. Trans Texas Circuit's Rialto, Dallas; Capitol, Amarillo; Majestic, Abilene; State, Dennison; Main, Paris; Strand, Wichita Falls; Queen, Austin; Ideal, Corsicana; and Texas, Denton.

Rhoden Discusses NT Policy

(*Continued from page* 1)

or building of any such theatres in the future, said Rhoden. He revealed that the circuit has spent $5,000,000 in the past year on equipment to keep pace with technical developments, and added that he expects more such technical progress in the future.

Regarding executive personnel of the circuit, Rhoden said that John B. Bertero, vice-president of National Theatres, is his choice for the presidency of Fox West Coast Theatres, Inc., and that Frank H. Ricketson, president of Fox Intermountain Theatres and vice-president of National Theatres, will be given charge of the circuit's Eastern houses, including the New York Roxy.

In answer to series of questions, Rhoden covered many facets of his opinions and policies, during which he pointed out that National Theatres' first objective is to complete the divestment of theatres required under the consent decree, after which circuit expansion will proceed. National Theatres, he said, still has 12 houses to dispose of under the decree.

Md. Censorship Up At Public Hearing

Special to THE DAILY

BALTIMORE, Nov. 7.—Representatives of 29 organizations comprising the Catholic Committee for Decency will attend a public meeting here set for Tuesday night by the special committee of the Legislative Council studying the question of motion picture censorship in Maryland.

The meeting to which all persons interested in the censorship problem have been invited, is to be held in the City Council chambers.

James J. Curran, chairman of the Knights of Columbus Catholic Action Committee, has notified John T. Bauernschub, chairman of the Commitee of Decency, that he will present the stand of his organization.

The Catholic Committee of Decency was organized a year ago following a protest meeting attended by more than 100 representatives of Catholic organizations which resented the secular assault on the validity of the state motion picture censor law. Outcome of the organizational meeting was a resolution to take strenuous measures to insure continued control of objectionable films scheduled for exhibition in all parts of the state.

Ontario Exhibitors Fight Ticket Tax

TORONTO, Nov. 7.—Plans to combat the provincial ticket tax were drawn up here at a meeting of the Ontario exhibitors committee for admission tax relief. The plan is to seek a substantial cut in the provincial ticket levy and total exemption of low-priced adult admissions as a help to smaller theatres.

The joint committee represents two associations with seven members from each. The co-chairmen are Lionel Lester, Studio Theatre, Toronto, for the Motion Picture Theatres Association of Ontario, and Ben Freedman, Royal Theatre, Long Branch, for Allied Theatres of Ontario. The secretary is Arch H. Jolley.

TNT Signs RCA

Appointment of the RCA Service Co. to supervise installation and render service for the 50 specially engineered hotel closed-circuit television projection units of Theatre Network Television, Inc. has been announced.

Johnston to Near East in January

WASHINGTON, Nov. 7.—Motion Picture Association's Eric Johnston said he will have to go back to the Near East in January as the President's personal envoy to get Arab-Israel agreement on developing the Jordan Valley.

Johnston made the statement Friday after a visit to the White House where, as chairman of the President's International Development Advisory Board, he invited Mr. Eisenhower to attend a trade conference in New Orleans late in February. The MPAA official leaves here Tuesday afternoon for a month's trip to the Far East on motion picture matters. He'll visit Australia, the Philippines and Japan, and will return around Dec. 6.

32 Theatres Signed For TNT-Opera Show

Thirty-two Coast-to-Coast theatres will carry tonight's large screen, closed-circuit telecast of the Metropolitan Opera's opening night performance via Theatre Network Television facilities, Nathan L. Halpern, TNT president, said.

Set Northwest Meet

SEATTLE, Nov. 7.—Annual meeting of the Theatre Owners of Washington, Northern Idaho and Alaska will be held at the New Washington Hotel here on Nov. 16. Highlight of the meeting will be a discussion of the forthcoming legislative session.

Hurricane Relief

TORONTO, Nov. 7.—A check of the returns from benefit shows for the Ontario Hurricane Relief Fund in 18 neighborhood theatres here, all affiliated with Allied Exhibitors of Ontario, showed total proceeds of $5,275 with all expenses absorbed by theatre owners and staffs. No admission charge was made but a silver collection was taken up.

Lapkin Buys Stock

WASHINGTON, Nov. 7. — Nathaniel Lapkin, vice-president for the Stanley Warner Corp., directly purchased 11,241 shares of common stock in the corporation, the Security and Exchange Commission reported.

News Roundup

'Camera' Starts Nov. 15

"I Am a Camera," to be released by Distributors Corp. of America, will go into production Nov. 15 in London. Julie Harris, Shelley Winters and Laurence Harvey are starred.

■

Three F-W Units to Cinema

Cinema, Inc., of Milwaukee has taken over from Fox-Wisconsin the operation of three houses in that city, the Downer, Sherman and Varsity. Cinema also operates the Fox Bay, at Whitefish Bay, Wis.

■

Columbia, Music Firm Sign

Columbia Pictures has entered into a partnership with Shapiro-Bernstein, music publishing organization, to publish and exploit all music from forthcoming Columbia films in all media. The new company will be known as Columbia Pictures Music Corp., headed by Jonie Taps, who was associated with S-B for 15 years before joining Columbia.

■

Schultz's Take Three More

Nate and Sam Schultz, of the Selected Theatres circuit, Cleveland, have taken over the Lima, Gloria and Sharon drive-ins, all located in Lima, Ohio, from Horace Shock.

■

Debuts 'Christmas,' Screen

The Riverside Theatre, Milwaukee, will open its run of "White Christmas" on Nov. 17, presenting at the same time its new seamless screen, 40 feet wide and said to be ideal for VistaVision.

Eight Films Started, Five Are Completed

HOLLYWOOD, Nov. 7.—Eight pictures went into production and five were completed, for a total of 39 pictures in work.

Started were: "Rider of the Ruby Hills," (Allied Artists); "Creature with the Atom Brain," Clover Prods. (Columbia); "Bride of the Atom," Catacomb Pic. and "Marty," Hecht-Lancaster Prods. (Independent); "Top of the World," Landmark Prods. (United Artists); "Abbott and Costello in the Mummy," "Cult of the Cobra," and "Third Girl from the Right," Technicolor (Universal-International).

Completed were: "Air Strike," Cy Roth (Lippert); "Boulevard in Paris," CinemaScope, Technicolor (Metro-Goldwyn-Mayer); "Santa Fe Passage," Truecolor (Republic); "The Kentuckian," Hecht-Lancaster Prods., CinemaScope, Technicolor (United Artists); "Target Zero," (Warner Bros.).

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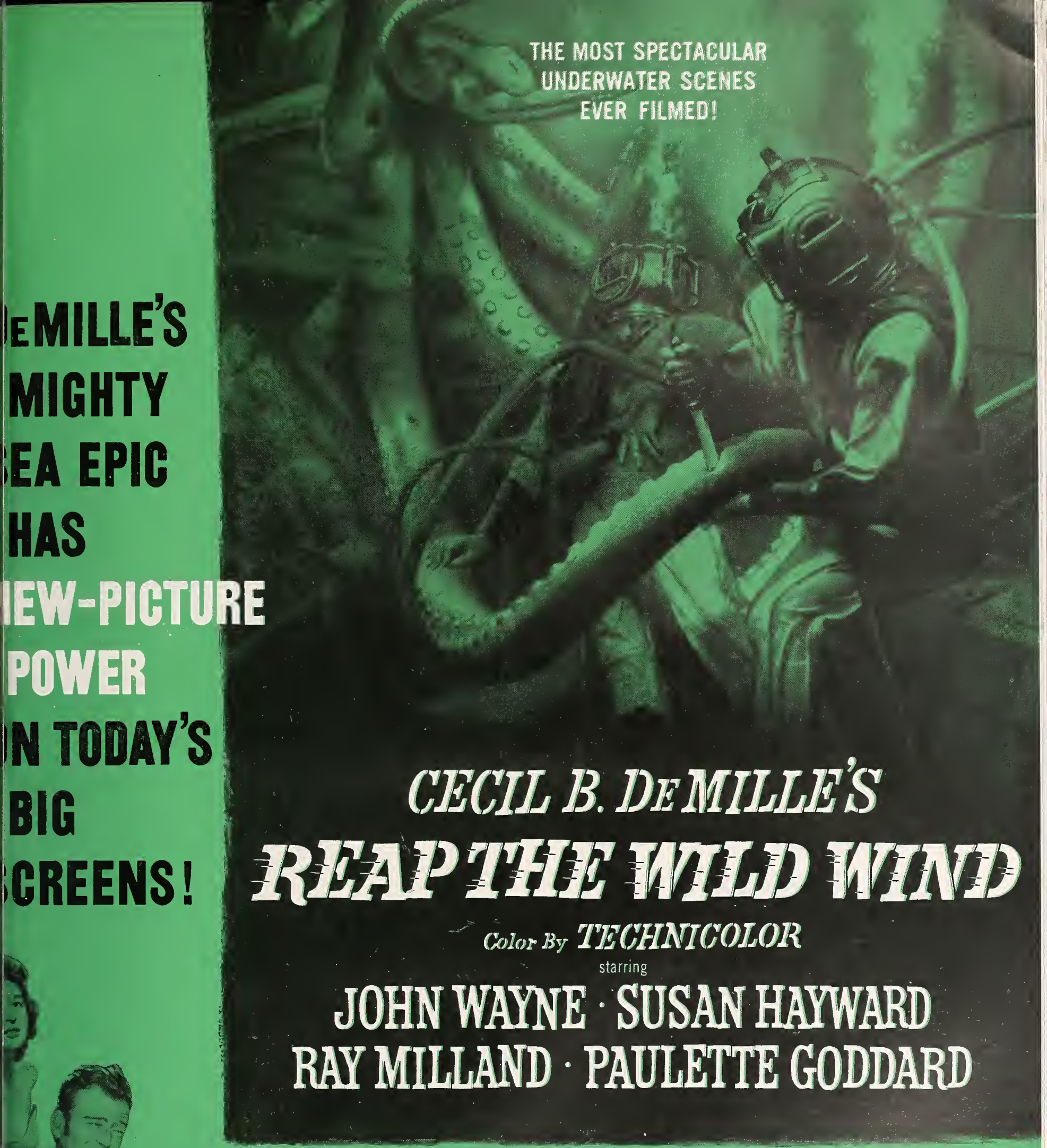

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RAY MILLAND · PAULETTE GODDARD

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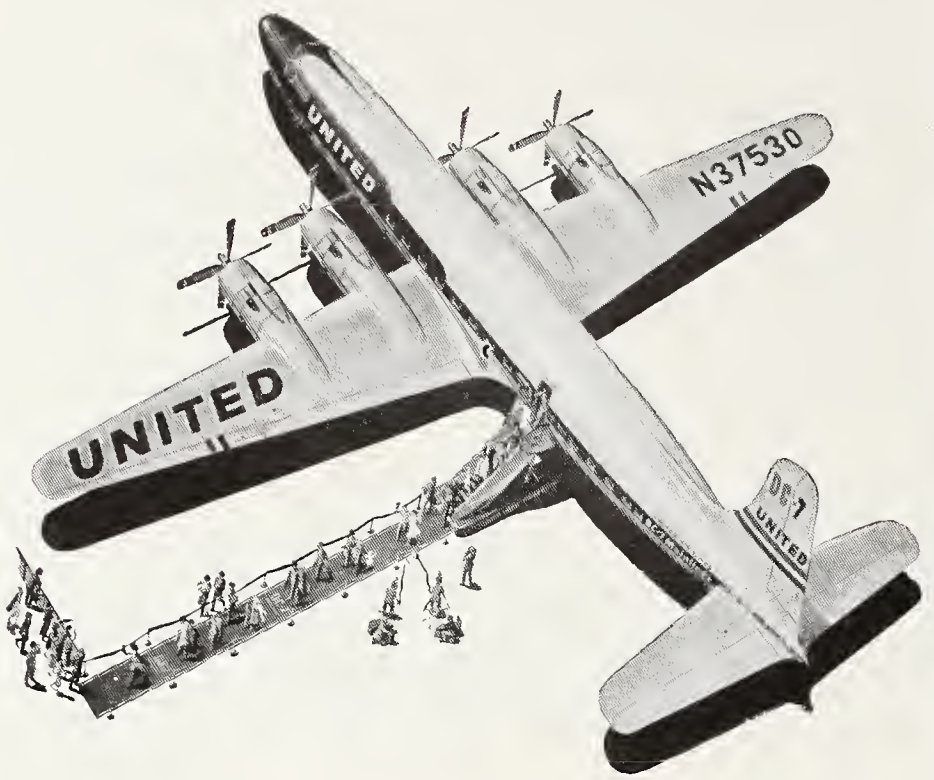

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Review

"Drum Beat"

(Jaguar-Warner Brothers)

A FACTUAL incident out of the history of the West has been taken by Alan Ladd and expanded into a handsome, king-sized CinemaScope outdoor saga which fills the screen with turbulent action and magnificent scenery. Partially hiding the fact that "Drum Beat" is a standard drama about the West, Ladd's first Jaguar production for Warner Brothers release has the possibility of becoming the year's top money-making Western. It is a fine depiction of colorful characters and adventures.

The script, both written and directed by Delmer Daves, lacks a certain measure of focus in its unfolding, but, despite this, holds the interest well. Ladd, as a taciturn Indian fighter, on orders from the President tries to make peace with renegade Indians through the good offices of two Modoc tribesmen, pretty Marissa Pavan and her brother, Anthony Caruso. Supporting Ladd in his role as a peace commissioner are Audrey Dalton, who portrays a pretty Easterner; Robert Keith, his sidekick, and Charles Bronson, who portrays the renegade leader known as "Captain Jack."

Bronson, who acquired his title for his love of uniforms and medals, all stolen, asks peace terms completely unacceptable to the whites. When one of his aides is killed by a vengeful stage driver, Bronson goes on the warpath, laying waste to the countryside. Ladd, who is forbidden by orders to fight him, sends peace overtures. A meeting between both factions ends in wholesale slaughter and only after the conference does permission come to bring in the renegade dead or alive.

The CinemaScope photography of J. Peverell Marley and the WarnerColor add immeasurably to the film's production values, as does the Victor Young score, including a title song, "Drum Beat." Nice performances are also turned in by Elisha Cooke, Jr., Isabel Jewell and Warner Anderson.

Running time, 111 minutes. General audience classification. Release, in November.

Allied Cool

(Continued from page 1)

and TOA's convention during the last, or vice versa.

TESMA expressed a preference for Chicago as the place and the Conrad Hilton Hotel, where it has met the past two years in succession with TOA, as the site.

Despite the fact that Allied's 1955 national convention already has been scheduled for Chicago, but at the Morrison Hotel, Allied leaders who were questioned about the TESMA proposal displayed no more than mild interest. TOA, on the other hand, has expressed a preference for Los Angeles as its next year's convention city, even after the TESMA proposal was made.

Myers Cautious

Abram F. Myers, Allied's chairman and general counsel, in Washington said "Our board of directors would have to consider this proposal, taking into account the views and wishes of Illinois Allied."

Other Allied officials said they had been disappointed this year when TESMA switched its convention and trade show from Allied's convention city, Milwaukee, to TOA's in Chicago and said they doubted whether there was any strong desire in Allied at this time to work out similar plans again.

They, too, added that the final decision should be up to Allied's board after it had heard the wishes of Illinois Allied, the host organization for the 1955 convention.

Seek TV Licenses For Montreal

OTTAWA, Nov. 7.—The Canadian Association of Radio and Television Broadcasters has called upon the Canadian government to license immediately private TV stations in Montreal.

Toronto, Ottawa, Halifax, Winnipeg and Vancouver are presently serviced exclusively by Canadian Broadcasting Corp.

Pinanski

(Continued from page 1)

at an early date. Meanwhile, he is correlating all the data necessary for the initial session.

The plan is open to all exhibitors, whether TOA members or not.

Delegates to the convention from each of the TOA units will call on the members of their respective associations to subscribe to the plan. E. D. Martin, newly elected president, and general counsel Herman Levy, will explain the setup to the St. Louis unit next Sunday at a pre-convention board meeting. This will be Martin's first meeting with a TOA unit since his election. He then will address TOA unit members in Charlotte, Jacksonville, Salt Lake City, Oklahoma City and Memphis during November.

Good Foreign Films

(Continued from page 1)

been given to the big distributing organizations leaving the small distributor with films that, in many cases, are not commercially sound, he said.

A majority of the foreign producers have been satisfied in securing the second half of a double feature program for their product, Mayer said. "By making films that have all the local flavor and quality, a film will appeal to some art house audiences and eventually may play the circuits as the top feature," he said.

English films have already received warm welcomes in the U.S. but when a foreign language film has to be dubbed, the appeal and flavor is lost in many cases, he said.

Producers of foreign language films, in order to have some sort of an export market, must incorporate all the local color, flavor and appeal in their story and then a film may have a chance in the U.S., he said. "Imitating American production methods does not help them," Mayer said.

Mayer is scheduled to address the Independent M. P. Distributors' Association of Ontario and the Canadian Picture Pioneers in Toronto on Nov. 25, at the King Edward Hotel.

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People

Otto Preminger, producer, will leave Hollywood on Saturday for New Delhi, India, where he will discuss with Prime Minister **Jawaharlal Nehru** plans for bringing to the screen "The Story of Mahatma Ghandi."

¤

Robert Lester, who resigned some time ago as booker-buyer for Fox-Wisconsin in Milwaukee, has returned to the company in its real estate department.

¤

Chet Lavoir, of the Universal-International Minneapolis exchange, has been elected president of the Minneapolis Colosseum of Motion Picture Salesmen.

¤

Jerry Safron, formerly of the Milwaukee branch of Columbia Pictures, has arrived in Cleveland to take over his new duties as manager of the local Columbia exchange in that city, succeeding the late **Oscar Ruby.**

¤

Alexander M. Poniatoff, founder and president of Ampex Corp., was presented a 10-year service pin by executives of the organization to mark the 10th anniversary of the company's founding.

SPG Members Like Toll TV

(*Continued from page* 1)

000,000," the 20th-Fox producer said. Everyone, however, is anxiously awaiting further developments in the medium, he said.

Commenting on his latest productions, "Desiree," which will open at the Roxy Theatre here on Nov. 17, and "The Racers," which is set for a February release, Blaustein said that both films, especially the latter, should have tremendous appeal to European audiences. In France, Napoleon is considered as one of the greatest men who has lived and the characterization should have much interest there, he said.

There should also be a tremendous European reaction to "The Racers" as automobile racing throughout Europe is immensely popular, as baseball is with Americans, Blaustein stated.

Questioned about other producers' claims of casting problems and the lack of box office names and shortages in properties, Blaustein said that "there is a large demand from the public as well as the studios for new faces. The top players are always tied up and studios, in trying to get around their casting problems, try to get commitments from these box office names well in advance. Also, there is no abundance of fine properties at any time," he said.

Montague

(*Continued from page* 1)

as Columbia's sales policies were under fire. His appearance here will be the second in a series—William Gehring of 20th Century-Fox having attended the first in September—at which general sales managers are invited to discuss their sales policies.

With most exhibitors here believing their major problems to be caused by shortage of product, the attitude toward Columbia softened noticeably last week with the company's announcement that it was appropriating $10,000,000 to finance independent production in addition to its own studio's program.

Makelim

(*Continued from page* 1)

doubt in the enthusiasm of a few independent successes.

"It is significant that not until the Makelim plan was announced, and given a smashing endorsement by many hundreds who signed strict play-or-pay contracts for my entire program of 12 pictures, did we hear any of this sudden solicitation for the struggling independent.

Recounts Past Financing

"Columbia has financed independent productions for years, including such great creators as Frank Capra, Bob Riskin, John Ford and Leo McCarey, who certainly were their own bosses. These projects met with varying success until Columbia, at long last, hit the jackpot, and cashed in with 'The Caine Mutiny' and 'On the Waterfront,' both independent creations.

"It is significant that Columbia timed its announcement to offset the news from Chicago that the TOA, in convention assembled, had decided to get into the production field."

Illinois Allied

(*Continued from page* 1)

at the Chez Paree here in December, date to be announced later. It also endorsed the 1954 Will Rogers Memorial Hospital Christmas Salute, calling upon the entire membership to give its complete cooperation.

Jack Kirsch, president, reported to the meeting that Illinois Allied had raised $17,396 through Variety Club audience collections in October for LaRabida Jackson Park Sanitarium, which exceeded last year's collection by more than $2,000.

Aids Fresh Air Fund

HARTFORD, Nov. 7.—Variety Club of Connecticut, Tent No. 31, has given a check for $615, net proceeds of a boxing show, to the New Haven Evening Register-Family Service Fresh Air Fund. The tent, chief barker of which is Henry Germaine, Paramount, has conducted fight programs in behalf of the Fresh Air Fund for three seasons.

Gleason Band on Stage

Jackie Gleason's 52-piece "Music For Lovers Only" orchestra will be utilized on the Paramount Theatre stage here when the Gleason TV aggregation opens a two-week date on Nov. 17.

TV and Radio in HOLLYWOOD

By SAMUEL D. BERNS

VIRGIL E. ELLSWORTH, Mercury-International prexy and "spot" production specialist, figures close to 8 million $$ annually will be reached this year in West Coast billings to sponsors for the briefies. Claims agencies now recognize Hollywood talent and production costs as being "in line," with the added comfort of quality. . . . Those hot kinnies on Don McNeil's Breakfast Club make good morning viewing from Seattle to San Diego. . . . Walt Disney's Wednesday niters should spark kiddie pilgrimages to his 9 million $$ worth of amusement park. Wonder if he'll have an ABC-Saw in Disneyland. . . . Hallowe'en was Vampira's night to howl. This wierdo needs a ghost writer. . . . Can't help thinking Theatre Guild's tie-in with TV is just a few steps away from a TV Home Subscription Plan to partner their successful theatre plan. . . . Paul Masterson's Madhouse show getting terrific scavenger hunt response on Dolls for Christmas for the needy kids. . . . Politics makes strange sponsors. What with Roto-Broil "roasting" the candidates, and Chevrolet taking the incumbents for a "ride" election day, we can look to the big Party conventions "being brought to you through the courtesy of Gillette," with that old parrot singing "How're ya fixed for trades?"

■

AGENCY ACTION: Harmon Nelson, building TV activity for Stromberger, LaVene, McKenzie, trained Socony-Vacuum's Flying Horse to perform for General Petroleum in seven western states via 20 to 60-second spots. Nelson, former program manager for KRCA and alumnus of K & E, Y & R and talent agent for the old Berg-Allenberg firm, conceived a story board on the Flying Horse which was translated into action by ex-Disney animators. He also puts his know-how into effect with the taping of Virgil Pinkley's news commentary over Don Lee for national radio pickups.

Harmon Nelson

■

NBC couldn't have picked a better helmsman than Bill Harmon to produce and direct the Jimmy Durante Show when Eddie Buzzell bowed out for a picture commitment at U-I. . . . Toughest tickets to get of any attraction in town belong to the Danny Thomas "Make Room for Daddy" filming Thursday nites. Danny's warmups are priceless. His ad lib bridges between scene setups has the Wm. Morris client list begging for space in the sponsor's box to make mental notes.

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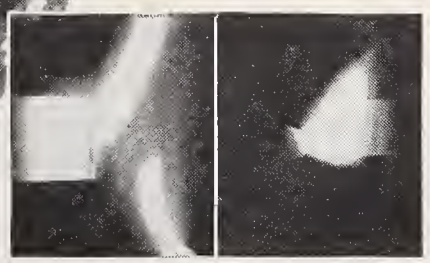
See your supply-house representative or write to National Carbon Company for advice. Either one will be more than glad to help.



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Concise And To The Point

VOL. 76. NO. 90 NEW YORK, U. S. A., TUESDAY, NOVEMBER 9, 1954 TEN CENTS

'Class Action'

National Effect From Drive-in Suits is Seen

New Action Filed Here; Claims Door Open to All

In the wake of the $4,575,000 anti-trust suit filed last week by three Pennsylvania drive-ins, through the law firm of Malkan & Ellner, the same legal firm yesterday filed an action in New York Federal Court on behalf of the Starlight Drive-in, Fairmont, W. Va., operated by Lasky Brothers. This suit asked $450,000 damages and made substantially the same charges as those in the Pennsylvania action against approximately the same defendants.

In effect, the suits open the doors for all drive-in operators to participate if they wish to join in on the expenses, according to Arnold Malkan, who filed the suits. This, he said, is known as a "class action." He indicated yesterday that other claims are

(*Continued on page* 4)

Japan Seeks Share Of World Market, Producers Here Say

Two leading Japanese producers stressed yesterday at the United Artists' home office that the Japanese industry is out to capture a share of the world market, and that they are here, and have been traveling, to ascertain what ingredients are necessary.

The men are Tadayoshi Asao and Motumo Ohno, directors of the Shochiku organization, Japan's largest, a producer, a distributor of United Artists pictures; an exhibitor, with a chain of theatres; and a promoter of the foremost legitimate theatre groups.

Shochiku will try to make pictures

(*Continued on page* 4)

Expect 100 Today at NCCJ Luncheon

More than 100 representatives of the amusement industry are slated to attend today's luncheon of the National Conference of Christians and Jews at the Hotel Waldorf Astoria here where chairman John Harris will outline plans for this year's drive.

Emanuel Frisch will be presented with a plaque for his services in last year's campaign.

J. Robert Rubin is luncheon chairman.

NO NEED TO CHANGE SMALL SCREEN FOR LARGE PICTURE, SAYS PICKUS

ST. LOUIS, Nov. 8.—There is no necessity for exhibitors to change from the so-called small screen to a larger picture ratio, provided, however, that standard prints of CinemaScope, and of other new processes pictures, are made available, Albert M. Pickus, vice-president of the Theatre Owners of America, said in an address before the annual convention of the Missouri-Illinois Theatre Owners Association at the Hotel Chase here today.

Pickus, in recounting some of the happenings at the TOA's annual meet last week, said that "Al Lichtman of 20th Century-Fox had announced during the convention that his company's CinemaScope films were not yet available in 2-D; that he hoped they never would be, even though his company still intended to keep its promise to release them."

If you are willing to wait for that day, then you have no problem, Pickus said. But for those exhibitors who do not wish to wait, or, because

(*Continued on page* 5)

Mexico Producers in New Film Fair Bid

Special to THE DAILY

MEXICO CITY, Nov. 8.—The proposal for an international film fair in Mexico, ventured several times during recent years, has come up again, but this time stronger than ever. The Mexican Picture Producers Association has presented to the Ministry of the Interior, chief Government

(*Continued on page* 4)

Tushinsky Mulling SS Foreign Setup

With rigid import restrictions on optical equipment in force in many European countries, Joseph and Irving Tushinsky and their associates are studying the possibilities of organizing foreign manufacture of the anamorphic Superscope lenses, Walter Branson, world-wide sales manager for RKO Pictures, disclosed here yesterday.

RKO is handling the sales and distribution of the Superscope lenses throughout the world with the exception of the United States, where National Screen Service is the franchised dealer.

Application has been made with the English ministry for permission to import a number of lenses, Branson said. English exhibitor orders for the anamorphic lenses are high, but with the difficulties in securing import licenses, the Tushinsky group is discussing their next move—organize foreign manufacturing plants or seek to secure import licenses, the RKO executive stated.

Branson recently returned from a five-week tour of Europe with Joseph Tushinsky where both conducted exhibitor demonstrations of Superscope.

"Sign of the Pagan"

(Universol)
(CinemaScope)

THE motion picture cameras have invaded the turbulent Fifth Century, the days of Attila the Hun and his onslaught on the Roman Empire and Christianity, creating, in turn, a picture of grandeur, sweep and power in the CinemaScope process. "Sign of the Pagan" is a formidable challenge to an audience providing a deeply moving narrative with the broad and heavy overtones of religious connotation. The film, in color by Technicolor, strictly in its dramatic impact, has warmth and understanding.

This is a story about Attila and his horde of Mongol horsemen which swept across Europe to the very gates of Rome only to be turned back by the Christians and the resistance of a Roman general. Out of a century, not unlike our own of today, comes a story of a man who had once been a captive slave of Rome and who spent a lifetime planning revenge against it, but is foiled by a young centurion, of lowly birth but of great faith, who had escaped from Hunnish captivity with the knowledge that might bring about Attila's downfall.

There is much similarity, in magnitude, settings, and spectacularism, between "Sign of the Pagan" and other product such as "The Robe" and its sequel, "Demetrius and the Gladiators." These films have all been produced by top craftsmen who have utilized the panoramic sweep and vividness of the CinemaScope camera on authentic mountings and have provided, with an

(*Continued on page* 4)

Branson Says

RKO Business Increases 5% Over Last Year

Shows Tushinsky Lenses To European Theatremen

By LESTER DINOFF

RKO Pictures' world-wide business today, as compared to last year, has increased about five or six per cent, according to Walter Branson, world-wide sales manager for the company, who returned last week from a five-week tour of Europe with Joseph Tushinsky, co-inventor of the anamorphic Superscope lenses.

Walter Branson

Speaking at a home office trade press conference yesterday, Branson attributed the RKO business increase and general industry business upswing to "improved conditions throughout

(*Continued on page* 4)

Right to Inspect Books Granted in 2 Percentage Suits

DALLAS, Nov. 8.—Federal Judge James V. Allred of the United States District Court for the Southern District of Texas granted six plaintiff distributors' motions to consolidate their separate perentage actions and for a broad order of inspection of exhibitors' theatre books and records. The actions were brought by Columbia, Warner Brothers, Universal, RKO, Paramount and 20th Century-

(*Continued on page* 5)

Rites Thursday for SW's McCarthy

HARTFORD, Nov. 8.—James F. McCarthy, 55, Connecticut district manager, for Stanley Warner Theatres, died today at Massachusetts General Hospital, Boston, after a long illness.

McCarthy, in the district post for the past year, had served as manager of the downtown Strand for more

(*Continued on page* 4)

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, left here by plane over the weekend for Paris.

•

P. AMOURGIS, manager of Westrex Co., East, Alexandria; J. CUEVAS, manager of Westrex Co., Brazil, Rio de Janciro, and W. DE MELLO, manager of Westrex Co., Caribbean, Havana, have arrived in New York from their respective headquarters.

•

WALTER READE, JR., EDWARD GAGE, NICK SCHERMERHORN, JAMES LOEB and AL FLOERSHIMER, all Reade circuit executives, returned to Oakhurst, N. J., over the weekend from Chicago.

•

HOWARD MINSKY, Paramount Mid-East division manager, returned to Philadelphia at the weekend from New York.

•

ARTHUR M. ROSEN, assistant to NAT LAPKIN, vice-president of Stanley Warner Corp., has left New York by plane for Hollywood.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here today for Toronto.

•

MAX THORPE, managing director of Columbia Pictures Corp., Ltd., London, arrived here yesterday from England by B.O.A.C.

•

JAMES E. VELDE, Western division manager for United Artists, will leave New York by plane today for Milwaukee.

•

WILLIAM B. ZOELLNER, head of M-G-M shorts and newsreel sales, is in Cincinnati from New York.

•

DOUGLAS FAIRBANKS, JR., has left New York for London via B.O.A.C. Monarch.

•

H. WILLIAM FITELSON, theatrical attorney, left here yesterday for the Coast.

•

JULES LEVEY, producer, has left Detroit for Buffalo.

Study O. Censor Law Constitutionality

COLUMBUS, O., Nov. 8.—Constitutionality of Ohio's censor law is under scrutiny by the three-judge District Court of Appeals here following an appeal filed by Harry Wright, attorney for RKO Radio Pictures; Independent Theatre Owners of Ohio, Martin Smith of Toledo and Horace Adams of Cleveland. Plaintiffs appealed the decision of Judge Ralph Bartlett of Franklin County Common Pleas Court, who denied an injunction against the board sought by the plaintiffs.

Plaintiffs contend that the Ohio board is without authority to censor films because of recent U. S. Supreme Court decision in censorship matters. The Appellate Court has not indicated when its decisions will be handed down.

MEMBERS OF INDUSTRY WITNESS COPYRIGHT CONVENTION SIGNING

Watching the signing by President Eisenhower at the White House last Friday of the instrument by which the United States becomes the eighth country to ratify the new Universal Copyright Convention were Austin C. Keough, vice-president and general counsel of Paramount Pictures and chairman of the Motion Picture Association's law committee, and Edward A. Sargoy of the New York law firm of Sargoy & Stein, who heads the copyright section of the American Bar Association and was a technical consultant to the U.S. delegation at 1952 Inter-governmental conference in Geneva, Switzerland, which drew up the U.C.C.

Due to an inadvertent error, MOTION PICTURE DAILY yesterday reported that Congressional action to implement the convention remains to be taken.

The U.S. Senate gave its consent to the treaty and both Houses passed the necessary implementing legislation just before the last adjournment of Congress. Three months after the 12th country's ratification is deposited at UNESCO headquarters in Paris, the U.C.C. will be in effect.

In commenting on the significance of the ratification, Keough indicated he was particularly pleased that the entire motion picture industry had been able to contribute its support in the final stages of the drive to get consent of the Senate and the necessary implementing legislation through Congress, after certain clarifying interpretations had been given in Paris by an interim Inter-governmental Copyright Committee of UNESCO to its Director-General Luther Evans, eliminating some questions which had been a matter of concern to certain picture companies.

2 Administrators of Shea Estate Praised

An order awarding commissions, counsel fees and other costs in the Shea Estate litigation was signed on Friday by Bronx Surrogate Christopher McGrath who, at the same time, commended the administration of the estate by Edward C. Raftery, attorney, and Edmund C. Grainger, former general manager of the Shea Circuit.

The administration of the two displayed "a high degree of fidelity," the order said, adding that "the Sheas have been led to make unwarranted and unjustified accusations against said executors . . . and this administration is marked with care and prudence and crowned with exceptional success."

The Surrogate had previously ruled that the total to be paid by the executors as a result of such accusations was approximately $221,000. Since the executors had distributed the assets to the Shea family the court ordered members of the family to pay the executors a percentage each of the total. The court also directed that in the event on an appeal members of the family must post a surety bond of $250,000 within eight days. In the event there is no appeal, the court directed them to return to the executors the stock of Shea Enterprises which was distributed to them.

Raftery and Grainger are directed to sell a sufficient amount of such stock as is needed to make the payments directed.

$8,100 for 'Contessa'

LOS ANGELES, Nov. 8.—United Artists' "The Barefoot Contessa" grossed $8,100 in its first three days at the Fine Arts here, reportedly a record for a weekend.

'Matter' Nov. 18

"The Heart of the Matter," based on the novel by Graham Greene, will have its American premiere at the Trans-Lux Normandie Theatre here on Nov. 18.

Responses Come in For New Workshops

Response to the next two M-G-M "Ticket Selling Workshops" in the company's Indianapolis and Boston offices indicate the meetings will be as successful as the initial forum held last week in Pittsburgh, the company announced.

More than 100 exhibitors in the Indiana territory have already sent in, or acknowledged in person, acceptances for the gathering to be held at the Marrott Hotel in Indianapolis on Nov. 16. According to M-G-M branch manager Foster B. Gauker, indications are that approximately 300 will attend. The session will be held on the day originally scheduled for the first Allied of Indiana meeting, the time having been offered to Mike Simons, in charge of M-G-M customer relations and conduting the Workshops, by Roy Kalver, head of the exhibitor unit, and the board of directors. Emery Austin, M-G-M exploitation head, will make a presentation similar to his Pittsburgh offering. However, the panel will be tailor-made to fit the local situation, as it was in Pittsburgh, the company said.

For the Boston session, Benn H. Rosenwald, M-G-M branch manager, announces that Lockwood & Gordon Enterprises will have 21 executives and managers present at the Forum on Dec. 6. And again, Austin will present in detail the 33 aides M-G-M makes available for promotion.

'20,000 Leagues' to Bow Here Dec. 23

The world premiere of Walt Disney's "20,000 Leagues Under the Sea" will be held at the Astor Theatre here on Dec. 23.

"20,000 Leagues Under the Sea," based on the Jules Verne novel, is Disney's first live-action feature in CinemaScope. In color by Technicolor, its stars are Kirk Douglas, James Mason, Paul Lukas and Peter Lorre.

News Roundup

AMPP to Honor Prince

Association of Motion Picture Producers in Hollywood will honor Prince Axel of Denmark and heads of the Swedish, Norwegian and Danish governments at a luncheon on Nov. 18 at the Universal-International studios. Y. Frank Freeman will preside and about 200 industry members are expected to attend.

■

Variety Promotion

The second annual Variety Club-Inter City boxing championships in Albany will be held on Nov. 27. The Albany tent is striving to sell 2,500 tickets at $1.25 and $2 each. The arrangement does not call for the tent to absorb any of the expenses.

■

Grant Union Hearing

Front office exhange workers in San Francisco have been granted a hearing, to be held within 30 days, on their application to the Labor Relations' Board to withdraw from the IATSE in order to join the Office Workers' International Union.

■

Jessel to Emcee

Screen Producers' Guild president Arthur Freed announced that George Jessel would emcee the Guild's fourth annual "Milestone Dinner" at the Statler Hotel in Los Angeles on Nov. 21 at which Nicholas and Joseph Schenck will be presented the Milestone Award.

■

'Prairie' in House Record

Walt Disney's "The Vanishing Prairie," set an all-time first week record of $10,200 at the Bellevue Theatre in Upper Montclair, New Jersey, it was announced by Sam Shumer, manager.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
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42,736,920 WOMEN

ARE READY AND WAITING FOR THIS ONE!

Combined viewing, listening and reading audience of top TV, radio shows and leading women's magazines!

FROM **RKO** THE SHOWMANSHIP COMPANY

RKO Business Is Up 5% Over Last Year

(Continued from page 1)

Europe and the Near East, especially in Germany. RKO has fulfilled its import quotas with pictures, some of them being re-releases, and we have had good grosses with them."

Branson, in an April press conference, disclosed that the RKO business then was 10 to 12 per cent ahead of a comparable 1953 period.

During his tour of England, France, Italy, Holland, Germany and Belgium, Branson met with RKO branch managers, and in association with Tushinsky, conducted demonstrations of the Superscope lenses in London, Paris and Rome where he screened a special product trailer for exhibitors, utilizing outstanding sequences from "Susan Slept Here," "Underwater," "Son of Sinbad" and "The Conqueror."

"European exhibitors are trying to find something compatible for all films and they have expressed much interest in the Superscope lenses," Branson said. "The French are slow-moving in equipping for the latest media, but they are highly interested in Tushinsky's lenses," he said. Lens demonstrations were held at the London Odeon for some 750 British exhibitors, at the Paris Rex for about 2,000 theatremen, and at the Rome Capital where 1,500 exhibitors and Italian producers were in attendance, he said.

Branson said that all future company releases would be available with Superscope anamorphic prints. "This company policy will immensely broaden the domestic and foreign markets as Superscope prints can be projected through the regular anamorphic lenses which are used in CinemaScope up to at 2:1 aspect ratio," he said. The anamorphic Superscope prints will have optical sound tracks, he added.

Commenting on the numerous film festivals around the world, Branson stated that "the festivals have lost their original intent and have become very commercial." Questioned about the possible effects of subscriber television and commercial television in Europe, the RKO executive said "Pay-TV is an interesting phase" and that he didn't hear any discussions about the medium while in Europe.

However, he said, the British public does not seem concerned with commercial television as TV in Great Britain is no competition to motion pictures.

Japan

(Continued from page 1)

especially for submission to the Cannes and Venice film festivals, and it will make them in Eastman Color, Japanese color processes having proved so far unacceptable for high quality. The company also has made a deal with Thomas Brandon for release, probably during the Christmas season, of "The Impostor."

They were accompanied by T. Koida, their representative, who has opened headquarters in Los Angeles, and who at the interview acted as translator. They already have been in Italy, Switzerland, Germany, France, Belgium and Great Britain, talking with exhibitors and studio executives, and expect to do the same in New York and Hollywood.

Little Communist Influence

Communist influence among Japanese producers is small, they declared, answering questions. Seven of 300 films last year were from leftist producers. These men, they asserted, began their careers with propaganda pictures. It was the first experience in such an appeal, for Japanese audiences —"which soon stopped coming." The producers now have changed to almost straight entertainment.

Both men asked reporters to tell them of such matters as CinemaScope, television, and the like.

They asked about the competition between films and television, and were told it had decreased. They asked which "Scope" the reporters favored, and were told they wouldn't get an answer. They asked whether Cinerama would compete with CinemaScope, and were assured it would not. Also, they asked whether, if European producers combined, as they often talked of doing, to make a dent in the American market, they could do so. They were answered: there are too few European pictures.

Two TV Outlets in Tokyo

They spoke of television as an incipient force, making impression now only during sports events. Tokyo has two television stations. The government station has "uninteresting" programs, they said. The commercial one hasn't been able to obtain advertisers because there are only 20,000 receivers.

They feel two factors militate against television as a competitor in Japan: high costs, so far; and a large number of mountains.

Mexico Fair

(Continued from page 1)

department, a costs budget for such a fair. They calculate the expenses at $240,000 and want the Government to cover that outlay.

The Ministry considers that quite a price for lodging, boarding and entertaining invited guests, representatives of various branches of the industry from all picture producing countries, publicity, etc. The producers say $240,000 is the absolute minimum cost of a successful world film fair, adding that unless such a fair can be a success, it is better not to stage it at all.

Stressing that there must be no stinting nor stinginess, the producers cite the world picture show which Argentina presented last year. They point out that the Buenos Aires Government thought nothing of paying all costs of that fair.

Para. Re-Signs Dolan

Paramount Pictures has exercised its option on Robert Emmett Dolan, producer. Dolan currently is preparing "Anything Goes," as his next film.

Trust Suits

(Continued from page 1)

pending and that every out-door exhibitor who has been in business for many years has a cause of action. The Pennsylvania suits could set in motion a nationwide series of claims or could be wrapped up in the two cases filed, it was said.

Runs, clearances, film terms and alleged withholding of prints are involved in the charges.

Malkan also filed a $1,080,000 antitrust suit yesterday on behalf of the Austin Theatre in Kew Gardens, L. I., naming many of the defendants in the drive-in suits.

McCarthy Rites

(Continued from page 1)

than 20 years. Earlier affiliations had included managerships in Philadelphia and other Pennsylvania cities. He started in the industry with the old Sylvester Z. Poli interests at Bridgeport.

Funeral services will be held in the latter city on Thursday.

"Sign of the Pagan"

(Continued from page 1)

appropriate musical score, an outstanding vehicle of entertainment which should make its weight felt at the box office. Universal exchanges will carry three different prints, four track magnetic sound, one track optical sound, for CinemaScope equipped theatres besides a regular, flat print.

The picture has a star-studded cast headed by Jack Palance, who portrays Attila the Hun with an outer harshness and cruelty, but an inner warmth and inner understanding of life and faith; Jeff Chandler, who portrays the Roman centurion, the son of a sandalmaker, whose love of country is surpassed only by his love of a woman; Ludmilla Tcherina, princess of the Eastern Roman Empire, whose remarkable masquerade as the most wanton woman in Constantinople helped hide from Attila her dedicated role as proctectress of the Church and the Empire, and Rita Gam, daughter of Attila who yearns and dies for Christianity.

Set in 450 A.D., Attila captures a young centurion, Chandler, carrying a message from the Emperor to Constantinople, and against the wishes of his daughter, Miss Gam, nurses the Roman back to health and sends him on his way. Chandler learns that the Eastern empire has entered into an alliance with the savage Hunnish hordes and sets about to take counter measures. Aided by Miss Tcherina, and Jeff Morrow, commander of the Eastern legions, Chandler prepares to meet Attila in battle, but he is denied the satisfaction of ending the Hun's life—the fatal knife thrust in Attila's body comes from Allison Hayes, a slave whom the Hun had forcibly taken as his wife.

Others in the cast are Eduard Franz, a Persian philosopher who forsee's the end of Attila; George Dolenz, Sara Shane, Leo Gordon and Moroni Olsen. The picture was produced by Albert J. Cohen and directed by Douglas Sirk from a screenplay by Oscar Brodney and Barre Lyndon. The story was written by Brodney.

Running time, 92 minutes. General audience classification. Release, in December.

LESTER DINOFF

People

Forrest J. Beard has been named advertising manager of Ampex Corp., Redwood City, Cal. He was formerly with Ray Oil Burner Co. and Pabco Products, both of San Francisco.

Allan Noye, Mexico manager for 20th Century-Fox, has been elected president of Variety Club Tent No. 1, Mexico City. New vice-presidents are **Emilio Azcarraga, Jr.,** and **Rumolo O'Farrill, Jr.**

Johnny Parsons, chief barker of Variety Club of Northern California, has reported an all-time high attendance of 200 at the annual costume dinner and dance held recently at the Richelieu Hotel in San Francisco.

Ed Stevens, president of Stevens Pictures, Atlanta, has returned there following a tour of his branches.

Mitchell Little, who has been office manager for Republic Pictures in Charlotte, has joined Buena Vista as a salesman in the Atlanta and Charlotte territories.

Elmer F. Lux, Buffalo exhibitor and city council president; **Mrs. Lux, Jack Chinell,** RKO Radio exchange manager in Buffalo and **Mrs. Chinell** will be the "greeters" at the "Get Acquainted Night" Friday in the headquarters of Tent 7, Variety Club of Buffalo.

R. A. Morris, overseas sales manager for Associated British-Pathe, Ltd., visited recently at the Atlanta offices of Allied Artists Southern Exchanges.

'Fate' Opens Tomorrow

United Artists' "Twist of Fate" will have its American premiere tomorrow at the Monroe Theatre in Chicago, with Ginger Rogers and co-star Jacques Bergerac, her husband in private life, the honored guests at the opening ceremonies.

Harriman Presents Finance Aid Plan

Averell Harriman, newly elected Democratic governor of New York, expressed the hope that New York City's financial and tax problems would be handled on a non-partisan basis in a television appearance on the Citizen's Union Searchlight Hour over Channel 4 of the National Broadcasting Co. network here.

Outlining his "affirmative program" which will be presented to a Republican-controlled Legislature, Harriman said that he hopes to work out an equitable plan of state aid for New York City and other cities as well whose fiscal relations with Albany are not what they should be.

Percentage

(Continued from page 1)

Fox against William A. Smith and Texas Theatres, Inc., as defendants, operating the Texas theatre in Pharr, Texas.

Judge Allred required the defendants to produce all of the theatre books for a six and one-half year period from Jan. 1, 1948, to the date of the filing of the suits. Judge Allred's order in Texas is the first to cover a period of such length, and follows a line of similar orders granted in more than twenty-five other Federal jurisdictions.

A motion by the eight distributor plaintiffs for a broad inspection of theatre books and records of the Park Theatre in Philadelphia, Pa., for over a six year period, in eight pending percentage actions also was ordered by United States District Judge John W. Lord, Jr., in Philadelphia. The motions filed by Columbia, Loew's, Paramount, United Artists, RKO, Universal, 20th Century-Fox and Warner Bros. were brought in cases involving defendants I. Edward Kapner and others operating the Park Theatre for the period from Jan. 1, 1948, to the date of the filing of the actions this year.

High Court Ignores St. Louis TV Appeal

WASHINGTON, Nov. 8.—The Supreme Court refused a request by the St. Louis Amusement Co. that it intervene to block a Federal Communications Commission hearing on CBS' application for a St. Louis television station.

St. Louis Amusement Co. is one of five applicants for Channel 11 in St. Louis. Another of the five is the Columbia Broadcasting System. St. Louis contended that the FCC should not permit CBS to remain as an applicant for the channel, since CBS already has five television stations and under the FCC multiple ownership rules not more than five VHF TV stations can be held by one licensee.

Special Ruling for CBS

The commission, however, granted a special exception to CBS, permitting it to apply for the St. Louis station, and the St. Louis Amusement Co. petitioned the FCC to deny the CBS application. When the FCC denied this, St. Louis asked the court of appeals to order the commission to deny it and to order the FCC hearing stayed until CBS is dropped. The appeals court denied this motion, and the amusement company then asked the Supreme Court to step in.

In its appeals brief, St. Louis said that "if this particular exemption is permissible, there can be no assurance it will be the only one. Future exemptions for favored parties will be possible."

The high court today gave no reason for its decision not to hear the appeal. Justice Douglas took no part in the decision, it was noted.

'Carmen' Pulls $31,000

Otto Preminger's CinemaScope production, "Carmen Jones," grossed $31,000 over the weekend at the Rivoli Theatre here, it was announced yesterday by 20th Century-Fox. The high mark was substantially ahead of the first weekend of the picture's engagement.

Television--Radio

with Pinky Herman

WHEN a program becomes an institution, such as Don McNeill's "Breakfast Club," (Series is currently on its 22nd consecutive year on the air) one must take time out from a busy and varied schedule to pay heed. When Don's pals and cohorts including ork pilot Eddie Ballentine, vocalists Johnny Desmond and Eileen Parker, comic Sam Cowling, Fran (Aunt Fanny) Allison and producer Cliff Petersen, descended en masse upon us Gothamites last week, this scribbler not only paid heed to the jam-packed audiences in the Terrace Room of the Hotel New Yorker but also paid a visit and thrilled to the ABChockful of entertainment shows the Chicagoans put on. . . . Ruth Hussey and Louis Jourdan will co-star next Tuesday in an original teleplay, "Warm Clay," scripted by Jack Gordun and Winifred Wolfe for "The Elgin Hour," TVia ABC. . . . Peter Packer's television adaptation of I. A. R. Wylie's story, ". . . And Son," the first she's ever permitted to be telecast, will star Edward G. Robinson and will be produced by Michel Kraike for Screen Gems. Sponsor is Ford Theatre.

☆ ☆ ☆

When the "Jackie Gleason CBShow" opens a two-week engagement at the New York Paramount Theatre next Wednesday, not only will the assembled cast prove to be the greatest in number but for the first time in 19 years, will it be necessary to utilize the entire stage. . . . Formerly with Telefilm Enterprises and Official Films, Bud Austin has been named to head the national sales division of National Telefilm Associates by veep Harold Goldman. . . . Dick (Two-Ton) Baker, whose Chicago clowning and RCA-pers has won him a great following in the Mid-West, has signed with Imperial Records. Initial disk pairs two novelties, "Clink Clank" backed with "The Froggy Song." . . . Leonard E. Hammer has resigned from the Adam Young TV Corp. to join the sales staff of MCA-TV Ltd. . . . With a wealth of Broadway, stock and radio experience, plus looks and charm, Helen Baron, currently seen as Bob Dana's "Gal Friday" every Tuesday (4:00-4:15 P.M.) over DuMont, rates our nod as "Miss TVision of 1954."

Jackie Gleason

☆ ☆ ☆

Sounds like a natural to us. We're referring to Jack Benny's forthcoming CBSunday TV satire on "The Caine Mutiny," a baseball story, "The Giant Mutiny," which features Leo Durocher, manager of the N. Y. Giants, Bob Lemon of the Cleveland Indians, Fred Haney and Chuck Dressen and umpire "Beans" Reardon. . . . According to Hugh H. Beville, Jr., NBChief of research and planning, there are now approximately 31,674,000 TV receivers in the country. . . . Producers Mark Goodson and Bill Todman have named Harris Katleman, director of G-T West Coast operations, to cultivate new material and develop new writers. . . . Russ Emery, singing-emcee of the daily "New England Talent Club" series TVia WJAR, is another lad who came to the big apple, learned the ABC's of broadcasting via Dick Stabile's Orchestra, Ken Murray and Kate Smith shows, his own program over WNEW thence back home to Rhode Island, where as star of his own TV show, he can encourage and guide other talented youngsters. . . . When 20-year Don Hastings makes his appearance next Monday as "Captain Video" on DuMont, it'll mark his 1500th consecutive telecast. Don started his TVenture on this program when it preemed back in 1949. . . . Bob Weitman has come to "grippes" with the flu and is winning the battle.

Jack Benny

☆ ☆ ☆

RECOMMENDED: Maggi McNellis' daily ABChatter. . . . Irving Berlin's "Count Your Blessings," from the Paramount filmusical, "White Christmas." . . . "Big Jon & Sparkie," fine kiddie series heard locally in Cincinnati, should be brought to N. Y. and ABCoast-to-Coasted on TV. . . . The Dolphins' great waxing of the swingy "If I Had a Million Dollars" on Label X. A deejay natural. . . . Ed Herlihy's colorful reporting every Sunday (3:00-5:00 P.M.) on his "Week-End" RCA radio series. . . . Ruby Mercer's MBSpritely programs featuring recorded music and up-to-the-minute news.

Pickus

(Continued from page 1)

of the shortage of product, cannot wait, there is a problem, the Connecticut theatre owner said.

"It seems to me that the latter group of exhibitors should: (1) Install a large screen, after careful investigation and advice, so as to be able to get the best reflective light setup for the particular theatre. For the average small theatre the cost of the large screen is not more than $1,000. And (2) install a short focal lens. For an additional $750, if they wish to be able to show all CinemaScope pictures on the wide screen, they are able to buy a pair of anamorphic lenses. Prints are being released with one-track optical sound," Pickus stated.

There is no reason to make any investment in stereophonic sound, he flatly said.

"You must make these decisions after due investigation, counsel, and thought," Pickus stated. "Do not get high pressured into things you do not want and do not need. Take these thoughts into account: (1) What amount of product is available to you if you do nothing, or, if you do part, or, if you do all? (2) What is your competitive position? Are you being hurt because you have not modernized your projection equipment? What are your neighbors doing? (3) Have you kept your house in order, aside from equipment? Are your customers getting the best in cleanliness, service, and courtesy?"

ABC, DuMont Silent On Reported Deal

Principals of American Broadcasting Co. and DuMont Laboratories refused to comment yesterday on reports that discussions looking to the purchase of the DuMont television network by ABC have been under way for some time.

In addition, officials of Paramount Pictures, which owns all of the DuMont Class B stock, declined comment on further reports that it opposed the projected deal.

DuMont owns and operates TV stations in New York, Washington and Pittsburgh. Under the Federal Communications Commission regulations, if such a deal were consummated, ABC would be required to divest itself of one New York station and two other VHF properties.

Three UA Branches Lead Sales Drive

United Artists' New York, Cleveland and Milwaukee branches have captured the three first-place prizes for the first lap of the Robert S. Benjamin drive, it was announced by B. G. Kranze, general sales manager for UA and co-captain of the drive saluting the company's chairman of the board.

The New York branch is managed by Joseph Sugar; the Cleveland exchange is bossed by Dave Rosenthal, and Joe Imhof heads the Milwaukee branch.

'She Wolf' In Buffalo

First showing of Republic's "The She Wolf" in the English dialogue version will open at the Lafayette Theatre in Buffalo tomorrow. The picture is a Jules Levey presentation.

COMPO Ad Scores Growing Threat of Local B.O. Taxes

The 30th in the series of Council of Motion Picture Organizations' ads in "Editor & Publisher," calls attention to the threat of new municipal admission taxes and points out to editors a few aspects of such taxes that may not have occurred to them.

"When Congress reduced the 20 per cent Federal admission tax last spring it took great care," the ad says, "to make it known why this relief was being voted. The reason was simple: Congress was convinced that the admission tax was destroying the motion picture industry."

Cites 'A Few Aspects'

Notwithstanding Congress's clear intent, the ad says that the motion picture industry now hears that there is a possibility cities and towns will impose admission taxes of their own. In view of this threat, the ad states that "we would like to alert our newspaper friends to a few aspects of municipal admission taxes which may not have occurred to them."

"Since the tax was cut in half last April 1, there has been an increase of nearly 1,000 theatre operations. All of these newly opened theatres give employment to local residents, stimulate local retail business and pay taxes into their local municipal treasuries. These benefits would be gravely threatened in every community imposing a municipal admission tax."

Drive-ins a Factor

Another factor which the ad points out should not be overlooked is the rise of the drive-in theatre. "The drive-in is a comparatively new but most welcome development in the motion picture industry. But if your city puts on an admission tax, it is obvious that the theatres that will have to pay it are those within your city limits. These are the ones that are already paying taxes on real estate, license fees, utility service rates and numerous other local charges."

Would End House Un-American Unit

WASHINGTON, Nov. 8.—Rep. Walter (D., Pa.), who would head the House Un-American Activities committee in the new 84th Congress, said he might ask the House in January to abolish the committee.

Walter said he would favor transfering the functions of the special committee to the House Judiciary Committee, of which he is the ranking Democrat. He declared he felt there would be less "abuse of power" if the investigations of subversion were carried on through the Judiciary committee rather than through the special House committee.

It's possible, of course, that House Democratic leaders will try to talk Walter out of his idea, or that the House itself will vote to continue the committee despite Walter's feelings.

Starts Art Bookings

HARTFORD, Nov. 8.—The part-time booking of art films is spreading into small town situations in Connecticut. The independent State theatre in Springdale is the latest to set selected European attractions on a two-day-per-week schedule. General admission prices are raised to $1 for the two days.

Reviews

"You Know What Sailors Are"

(J. Arthur Rank-United Artists)

THE light, amusing humor which has so happily characterized many of the British productions during recent years is present in this J. Arthur Rank offering, "You Know What Sailors Are," starring Akim Tamiroff in a delightful characterization as a ruler of an Arabian Night-style country. Tamiroff is the sole marquee name which American audiences will recognize but his excellent performance is easily matched by the rest of a talented and well-chosen English cast headed by Donald Sinden, Sarah Lawson and Naunton Wayne.

Sinden, a Navy radar expert, had a few drinks too many and for a joke, collected a pawnbroker's sign and a pram, and shaped and welded them to the bridge of a foreign destroyer. Following that old Naval axiom—if it's permanent, paint it, the crew of Tamiroff's vessel paint the contraption, believing it to be the latest radar equipment. Units of the British Navy are in an uproar because they want a secret weapon like the one welded to the bridge of the foreign vessel. Sinden is assigned to Tamiroff as a radar instructor and, while at sea, tries to explain the joke but is thwarted by the explosion of a sabotaged plane, thus convincing Tamiroff that the pawnbroker's three-ball sign is a secret weapon.

Tamiroff keeps Sinden under the close guard of 15 lovely girls in his palace in order to learn all he can about the secret weapon in order to fight the threats of a neighboring nation. As the story unfolds, Tamiroff, Sinden and a screwball professor, Martin Miller, keep the chuckles moving right up to the end.

Also in the cast are Bill Kerr, Dora Bryan, and Michael Shepley. The picture was written and produced by Peter Rogers and directed by Ken Annakin, all members of the Julian Wintle Production unit.

Running time, 85 minutes. General audience classification. Release, in November. L. D.

"The Golden Mistress"

(Kay-Rybnick—UA)

UNUSUAL scenes of voodoo ceremony and dances, in color, lend an eerie emphasis to "The Golden Mistress," a film starring John Agar and Rosemarie Bowe in a standard adventure drama about a treasure hunt in modern Haiti. The picture was filmed entirely in the Caribbean and has considerably more appeal to audiences than the cast names suggest.

Agar is pictured as a happy-go-lucky skipper of a broken-down island boat who is continually in search of treasure and in need of cash. Miss Bowe is the daughter of another treasure hunter, a cheat who dies after making off with a voodoo idol. The newly-orphaned Miss Bowe and Agar join forces to search for the treasure of a long lost tribe of slaves in a series of colorful locales, ranging from an idyllic little fishing village on the coral sands of the turquoise sea, to such places of Haitian historical interest as Sans Souci and the Citadel.

The climax is a fantastic affair involving a large, but unknown Caribbean island where the protagonists come within an inch of losing their lives in a spectacular voodoo dance of justice.

The film was produced by Richard Kay and Harry Rybnick, with Sam X. Abarbanel as executive producer. Joel Judge directed from a screenplay he co-authored with Lew Hewitt, who also wrote the original story. Prominent in the supporting cast are Abner Biberman as Miss Bowe's father; little Jacques Molant as Agar's 12-year-old first mate; Andre Narcisse as an upright village chief and several members of the National Folklore Theatre of Haiti.

Running time, 82 minutes. General audience classification. Released in September.

"Twist of Fate"

(British Lion-United Artists)

WHILE manipulating melodramatic incident after incident, "Twist of Fate" manages to provide audiences with a good level of excitement and suspense as Ginger Rogers and Jacques Bergerac, in authentic French Riviera atmosphere and locale, turn in able performances.

Miss Rogers seems to be in love with an international businessman, Stanley Baker, who actually is the head of a syndicate minting illegal coins for the Continental market. Presently, however, Miss Rogers learns that he has been deceiving her and that his wife would not give him the divorce he pretended was near fulfillment. By chance she meets a potter, Bergerac, and falls in love with him. Coincidence adds its touch when a bracelet that was given to Miss Rogers by Baker is stolen by Herbert Lom, a Continental confidence man, and used to pay an underworld debt. Thus, by a twist of fate, the bracelet is returned to Baker and he immediately assumes that Lom is Miss Rogers' lover.

The screenplay by Robert Westerby and Carl Nystrom churns with movement and involvements. In the finale, Lom kills Baker when the latter catches him in another theft. Lom then rearranges circumstances so that it would appear that the lovers actually committed the murder. Despite the highly melodramatic quality of the story, it is to its credit that it does not sink into the routine. When Miss Rogers and Bergerac discover that they are being victimized by false evidence they go about nabbing the real culprit in a whirlwind, bang-up finish.

Maxwell Setton and John R. Sloan produced the film and David Miller was the director.

Running time, 89 minutes. Adult audience classification. Release in November.

Senate Unit Gets SCTOA Complaint Anent Distributors

HARTFORD, Nov. 8.—The part-Southern California Theatre Owners Association complaint against trade practices of producer-distributors will be studied before any action is taken, a spokesman for the Senate Select Committee on Small Business said here.

The SCTOA forwarded to Sen. Andrew F. Schoeppel and, reportedly, to every member of Congress, a list of grievances citing alleged "monopoly" practices by the major companies in the marketing of motion pictures.

Sees New Powers Given

The association maintains the consent decree has resulted in giving the distributors new price-control powers which are being used to the detriment of the individual or small circuit theatre owner. SCTOA urged the Senate committee to bring about reforms to help the small theatre owner to "obtain sufficient purchasing power so that he can expect a reasonable profit on his investment."

4 Films Start; 11 Finish; 32 in Work

HOLLYWOOD, Nov. 8.—Four pictures started and 11 pictures were completed last week, dropping the overall total of pictures in production to 32.

Started were: "Five Aganist the House," (Columbia); "No Place to Hide," Joseph Shaftel, Eastmancolor (Independent); "The Rose Tatto," VistaVision (Paramount); "Kiss of Fire," Technicolor (Universal-International).

Completed were: "Rider of the Ruby Hills" and "High Society," (Allied Artists); "Creature With the Atom Brain," Clover Prods. (Columbia); "Hit the Deck," CinemaScope, Eastman (Metro-Goldwyn-Mayer); "The Trouble With Harry," VistaVision, Technicolor (Paramount); "The Admiral Hoskins Story," (Republic); "The Seven Year Itch," CinemaScope, color (20th Century-Fox); "Big House, U.S.A.", Bel-Air (United Artists); "The Shrike" and "To Hell and Back," CinemaScope, Technicolor (Universal-International); "Jump Into Hell," (Warner Brothers.).

L of D Takes 'Bread' Out of 'B' Class

The National Legion of Decency's rating of "Bread, Love and Dreams" has been revised as a result of revisions made in the film. Formerly rated as Class B, it has now been placed in Class A, Section 2, this classification being applicable only to prints exhibited in Continental United States.

In the same listing the Legion classified 16 other films, placing six in "B" and 10 in "A". In Class B are "Bowery to Bagdad," "The Golden Mistress," "Jessie James' Women," "Phffft," "This Is My Love," and "Track of the Cat."

In class A, Section 2 are "Black Widow," "Fire Over Africa," "Four Ways Out" and "Sign of the Pagan."

In Class A, Section 1 are "Athena," "The Black Knight," "The Bob Mathias Story," "Crest of the Wave," "Romeo and Juliet" and "West of Zanzibar."

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 90 NEW YORK, U. S. A., TUESDAY, NOVEMBER 9, 1954 TEN CENTS

'Class Action'

National Effect From Drive-in Suits is Seen

New Action Filed Here; Claims Door Open to All

In the wake of the $4,575,000 anti-trust suit filed last week by three Pennsylvania drive-ins, through the law firm of Malkan & Ellner, the same legal firm yesterday filed an action in New York Federal Court on behalf of the Starlight Drive-in, Fairmont, W. Va., operated by Lasky Brothers. This suit asked $450,000 damages and made substantially the same charges as those in the Pennsylvania action against approximately the same defendants.

In effect, the suits open the doors for all drive-in operators to participate if they wish to join in on the expenses, according to Arnold Malkan, who filed the suits. This, he said, is known as a "class action." He indicated yesterday that other claims are

(*Continued on page* 4)

Japan Seeks Share Of World Market, Producers Here Say

Two leading Japanese producers stressed yesterday at the United Artists' home office that the Japanese industry is out to capture a share of the world market, and that they are here, and have been traveling, to ascertain what ingredients are necessary.

The men are Tadayoshi Asao and Motumo Ohno, directors of the Shochiku organization, Japan's largest, a producer, a distributor of United Artists pictures; an exhibitor, with a chain of theatres; and a promoter of the foremost legitimate theatre groups.

Shochiku will try to make pictures

(*Continued on page* 4)

Expect 100 Today at NCCJ Luncheon

More than 100 representatives of the amusement industry are slated to attend today's luncheon of the National Conference of Christians and Jews at the Hotel Waldorf Astoria here where chairman John Harris will outline plans for this year's drive.

Emanuel Frisch will be presented with a plaque for his services in last year's campaign.

J. Robert Rubin is luncheon chairman.

NO NEED TO CHANGE SMALL SCREEN FOR LARGE PICTURE, SAYS PICKUS

ST. LOUIS, Nov. 8.—There is no necessity for exhibitors to change from the so-called small screen to a larger picture ratio, provided, however, that standard prints of CinemaScope, and of other new processes pictures, are made available, Albert M. Pickus, vice-president of the Theatre Owners of America, said in an address before the annual convention of the Missouri-Illinois Theatre Owners Association at the Hotel Chase here today.

Pickus, in recounting some of the happenings at the TOA's annual meet last week, said that "Al Lichtman of 20th Century-Fox had announced during the convention that his company's CinemaScope films were not yet available in 2-D; that he hoped they never would be, even though his company still intended to keep its promise to release them."

If you are willing to wait for that day, then you have no problem, Pickus said. But for those exhibitors who do not wish to wait, or, because

(*Continued on page* 5)

Mexico Producers in New Film Fair Bid

Special to THE DAILY

MEXICO CITY, Nov. 8.—The proposal for an international film fair in Mexico, ventured several times during recent years, has come up again, but this time stronger than ever. The Mexican Picture Producers Association has presented to the Ministry of the Interior, chief Government

(*Continued on page* 4)

Tushinsky Mulling SS Foreign Setup

With rigid import restrictions on optical equipment in force in many European countries, Joseph and Irving Tushinsky and their associates are studying the possibilities of organizing foreign manufacture of the anamorphic Superscope lenses, Walter Branson, world-wide sales manager for RKO Pictures, disclosed here yesterday.

RKO is handling the sales and distribution of the Superscope lenses throughout the world with the exception of the United States, where National Screen Service is the franchised dealer.

Application has been made with the English ministry for permission to import a number of lenses, Branson said. English exhibitor orders for the anamorphic lenses are high, but with the difficulties in securing import licenses, the Tushinsky group is discussing their next move—organize foreign manufacturing plants or seek to secure import licenses, the RKO executive stated.

Branson recently returned from a five-week tour of Europe with Joseph Tushinsky where both conducted exhibitor demonstrations of Superscope.

"Sign of the Pagan"

(Universal)
(CinemaScope)

THE motion picture cameras have invaded the turbulent Fifth Century, the days of Attila the Hun and his onslaught on the Roman Empire and Christianity, creating, in turn, a picture of grandeur, sweep and power in the CinemaScope process. "Sign of the Pagan" is a formidable challenge to an audience providing a deeply moving narrative with the broad and heavy overtones of religious connotation. The film, in color by Technicolor, strictly in its dramatic impact, has warmth and understanding.

This is a story about Attila and his horde of Mongol horsemen which swept across Europe to the very gates of Rome only to be turned back by the Christians and the resistance of a Roman general. Out of a century, not unlike our own of today, comes a story of a man who had once been a captive slave of Rome and who spent a lifetime planning revenge against it, but is foiled by a young centurion, of lowly birth but of great faith, who had escaped from Hunnish captivity with the knowledge that might bring about Attila's downfall.

There is much similarity, in magnitude, settings, and spectacularism, between "Sign of the Pagan" and other product such as "The Robe" and its sequel, "Demetrius and the Gladiators." These films have all been produced by top craftsmen who have utilized the panoramic sweep and vividness of the CinemaScope camera on authentic mountings and have provided, with an

(*Continued on page* 4)

Branson Says

RKO Business Increases 5% Over Last Year

Shows Tushinsky Lenses To European Theatremen

By LESTER DINOFF

RKO Pictures' world-wide business today, as compared to last year, has increased about five or six per cent, according to Walter Branson, world-wide sales manager for the company, who returned last week from a five-week tour of Europe with Joseph Tushinsky, co-inventor of the anamorphic Superscope lenses.

Walter Branson

Speaking at a home office trade press conference yesterday, Branson attributed the RKO business increase and general industry business upswing to "improved conditions throughout

(*Continued on page* 4)

Right to Inspect Books Granted in 2 Percentage Suits

DALLAS, Nov. 8.—Federal Judge James V. Allred of the United States District Court for the Southern District of Texas granted six plaintiff distributors' motions to consolidate their separate perentage actions and for a broad order of inspection of exhibitors' theatre books and records. The actions were brought by Columbia, Warner Brothers, Universal, RKO, Paramount and 20th Century-

(*Continued on page* 5)

Rites Thursday for SW's McCarthy

HARTFORD, Nov. 8. — James F. McCarthy, 55, Connecticut district manager, for Stanley Warner Theatres, died today at Massachusetts General Hospital, Boston, after a long illness.

McCarthy, in the district post for the past year, had served as manager of the downtown Strand for more

(*Continued on page* 4)

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, left here by plane over the weekend for Paris.

•

P. AMOURGIS, manager of Westrex Co., East, Alexandria; J. CUEVAS, manager of Westrex Co., Brazil, Rio de Janeiro, and W. DE MELLO, manager of Westrex Co., Caribbean, Havana, have arrived in New York from their respective headquarters.

•

WALTER READE, JR., EDWARD GAGE, NICK SCHERMERHORN, JAMES LOEB and AL FLOERSHIMER, all Reade circuit executives, returned to Oakhurst, N. J., over the weekend from Chicago.

•

HOWARD MINSKY, Paramount Mid-East division manager, returned to Philadelphia at the weekend from New York.

•

ARTHUR M. ROSEN, assistant to NAT LAPKIN, vice-president of Stanley Warner Corp., has left New York by plane for Hollywood.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here today for Toronto.

•

MAX THORPE, managing director of Columbia Pictures Corp., Ltd., London, arrived here yesterday from England by B.O.A.C.

•

JAMES E. VELDE, Western division manager for United Artists, will leave New York by plane today for Milwaukee.

•

WILLIAM B. ZOELLNER, head of M-G-M shorts and newsreel sales, is in Cincinnati from New York.

•

DOUGLAS FAIRBANKS, JR., has left New York for London via B.O.A.C. Monarch.

•

H. WILLIAM FITELSON, theatrical attorney, left here yesterday for the Coast.

•

JULES LEVEY, producer, has left Detroit for Buffalo.

Study O. Censor Law Constitutionality

COLUMBUS, O., Nov. 8.—Constitutionality of Ohio's censor law is under scrutiny by the three-judge District Court of Appeals here following an appeal filed by Harry Wright, attorney for RKO Radio Pictures; Independent Theatre Owners of Ohio, Martin Smith of Toledo and Horace Adams of Cleveland. Plaintiffs appealed the decision of Judge Ralph Bartlett of Franklin County Common Pleas Court, who denied an injunction against the board sought by the plaintiffs.

Plaintiffs contend that the Ohio board is without authority to censor films because of recent U. S. Supreme Court decision in censorship matters. The Appellate Court has not indicated when its decisions will be handed down.

MEMBERS OF INDUSTRY WITNESS COPYRIGHT CONVENTION SIGNING

Watching the signing by President Eisenhower at the White House last Friday of the instrument by which the United States becomes the eighth country to ratify the new Universal Copyright Convention were Austin C. Keough, vice-president and general counsel of Paramount Pictures and chairman of the Motion Picture Association's law committee, and Edward A. Sargoy of the New York law firm of Sargoy & Stein, who heads the copyright section of the American Bar Association and was a technical consultant to the U.S. delegation at 1952 Inter-governmental conference in Geneva, Switzerland, which drew up the U.C.C.

Due to an inadvertent error, MOTION PICTURE DAILY yesterday reported that Congressional action to implement the convention remains to be taken.

The U.S. Senate gave its consent to the treaty and both Houses passed the necessary implementing legislation just before the last adjournment of Congress. Three months after the 12th country's ratification is deposited at UNESCO headquarters in Paris, the U.C.C. will be in effect.

In commenting on the significance of the ratification, Keough indicated he was particularly pleased that the entire motion picture industry had been able to contribute its support in the final stages of the drive to get consent of the Senate and the necessary implementing legislation through Congress, after certain clarifying interpretations had been given in Paris by an interim Inter-governmental Copyright Committee of UNESCO to its Director-General Luther Evans, eliminating some questions which had been a matter of concern to certain picture companies.

2 Administrators of Shea Estate Praised

An order awarding commissions, counsel fees and other costs in the Shea Estate litigation was signed on Friday by Bronx Surrogate Christopher McGrath who, at the same time, commended the administration of the estate by Edward C. Raftery, attorney, and Edmund C. Grainger, former general manager of the Shea Circuit.

The administration of the two displayed "a high degree of fidelity," the order said, adding that "the Sheas have been led to make unwarranted and unjustified accusations against said executors . . . and this administration is marked with care and prudence and crowned with exceptional success."

The Surrogate had previously ruled that the total to be paid by the executors as a result of such accusations was approximately $221,000. Since the executors had distributed the assets to the Shea family the court ordered members of the family to pay the executors a percentage each of the total. The court also directed that in the event on an appeal members of the family must post a surety bond of $250,000 within eight days. In the event there is no appeal, the court directed them to return to the executors the stock of Shea Enterprises which was distributed to them.

Raftery and Grainger are directed to sell a sufficient amount of such stock as is needed to make the payments directed.

$8,100 for 'Contessa'

LOS ANGELES, Nov. 8.—United Artists' "The Barefoot Contessa" grossed $8,100 in its first three days at the Fine Arts here, reportedly a record for a weekend.

'Matter' Nov. 18

"The Heart of the Matter," based on the novel by Graham Greene, will have its American premiere at the Trans-Lux Normandie Theatre here on Nov. 18.

Responses Come in For New Workshops

Response to the next two M-G-M "Ticket Selling Workshops" in the company's Indianapolis and Boston offices indicate the meetings will be as successful as the initial forum held last week in Pittsburgh, the company announced.

More than 100 exhibitors in the Indiana territory have already sent in, or acknowledged in person, acceptances for the gathering to be held at the Marrott Hotel in Indianapolis on Nov. 16. According to M-G-M branch manager Foster B. Gauker, indications are that approximately 300 will attend. The session will be held on the day originally scheduled for the first Allied of Indiana meeting, the time having been offered to Mike Simons, in charge of M-G-M customer relations and conduting the Workshops, by Roy Kalver, head of the exhibitor unit, and the board of directors. Emery Austin, M-G-M exploitation head, will make a presentation similar to his Pittsburgh offering. However, the panel will be tailor-made to fit the local situation, as it was in Pittsburgh, the company said.

For the Boston session, Benn H. Rosenwald, M-G-M branch manager, announces that Lockwood & Gordon Enterprises will have 21 executives and managers present at the Forum on Dec. 6. And again, Austin will present in detail the 33 aides M-G-M makes available for promotion.

'20,000 Leagues' to Bow Here Dec. 23

The world premiere of Walt Disney's "20,000 Leagues Under the Sea" will be held at the Astor Theatre here on Dec. 23.

"20,000 Leagues Under the Sea," based on the Jules Verne novel, is Disney's first live-action feature in CinemaScope. In color by Technicolor, its stars are Kirk Douglas, James Mason, Paul Lukas and Peter Lorre.

News Roundup

AMPP to Honor Prince

Association of Motion Picture Producers in Hollywood will honor Prince Axel of Denmark and heads of the Swedish, Norwegian and Danish governments at a luncheon on Nov. 18 at the Universal-International studios. Y. Frank Freeman will preside and about 200 industry members are expected to attend.

■

Variety Promotion

The second annual Variety Club-Inter City boxing championships in Albany will be held on Nov. 27. The Albany tent is striving to sell 2,500 tickets at $1.25 and $2 each. The arrangement does not call for the tent to absorb any of the expenses.

■

Grant Union Hearing

Front office exhange workers in San Francisco have been granted a hearing, to be held within 30 days, on their application to the Labor Relations' Board to withdraw from the IATSE in order to join the Office Workers' International Union.

■

Jessel to Emcee

Screen Producers' Guild president Arthur Freed announced that George Jessel would emcee the Guild's fourth annual "Milestone Dinner" at the Statler Hotel in Los Angeles on Nov. 21 at which Nicholas and Joseph Schenck will be presented the Milestone Award.

■

'Prairie' in House Record

Walt Disney's "The Vanishing Prairie," set an all-time first week record of $10,200 at the Bellevue Theatre in Upper Montclair, New Jersey, it was announced by Sam Shumer, manager.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
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42,736,920 WOMEN

ARE READY AND WAITING FOR THIS ONE!

Combined viewing, listening and reading audience of top TV, radio shows and leading women's magazines!

FROM **RKO** THE SHOWMANSHIP COMPANY

RKO Business Is Up 5% Over Last Year

(*Continued from page* 1)

Europe and the Near East, especially in Germany. RKO has fulfilled its import quotas with pictures, some of them being re-releases, and we have had good grosses with them."

Branson, in an April press conference, disclosed that the RKO business then was 10 to 12 per cent ahead of a comparable 1953 period.

During his tour of England, France, Italy, Holland, Germany and Belgium, Branson met with RKO branch managers, and in association with Tushinsky, conducted demonstrations of the Superscope lenses in London, Paris and Rome where he screened a special product trailer for exhibitors, utilizing outstanding sequences from "Susan Slept Here," "Underwater," "Son of Sinbad" and "The Conqueror."

"European exhibitors are trying to find something compatible for all films and they have expressed much interest in the Superscope lenses," Branson said. "The French are slow-moving in equipping for the latest media, but they are highly interested in Tushinsky's lenses," he said. Lens demonstrations were held at the London Odeon for some 750 British exhibitors, at the Paris Rex for about 2,000 theatremen, and at the Rome Capital where 1,500 exhibitors and Italian producers were in attendance, he said.

Branson said that all future company releases would be available with Superscope anamorphic prints. "This company policy will immensely broaden the domestic and foreign markets as Superscope prints can be projected through the regular anamorphic lenses which are used in CinemaScope up to at 2:1 aspect ratio," he said. The anamorphic Superscope prints will have optical sound tracks, he added.

Commenting on the numerous film festivals around the world, Branson stated that "the festivals have lost their original intent and have become very commercial." Questioned about the possible effects of subscriber television and commercial television in Europe, the RKO executive said "Pay-TV is an interesting phase" and that he didn't hear any discussions about the medium while in Europe.

However, he said, the British public does not seem concerned with commercial television as TV in Great Britain is no competition to motion pictures.

Japan

(*Continued from page* 1)

especially for submission to the Cannes and Venice film festivals, and it will make them in Eastman Color, Japanese color processes having proved so far unacceptable for high quality. The company also has made a deal with Thomas Brandon for release, probably during the Christmas season, of "The Impostor."

They were accompanied by T. Koida, their representative, who has opened headquarters in Los Angeles, and who at the interview acted as translator. They already have been in Italy, Switzerland, Germany, France, Belgium and Great Britain, talking with exhibitors and studio executives, and expect to do the same in New York and Hollywood.

Little Communist Influence

Communist influence among Japanese producers is small, they declared, answering questions. Seven of 300 films last year were from leftist producers. These men, they asserted, began their careers with propaganda pictures. It was the first experience in such an appeal, for Japanese audiences —"which soon stopped coming." The producers now have changed to almost straight entertainment.

Both men asked reporters to tell them of such matters as CinemaScope, television, and the like.

They asked about the competition between films and television, and were told it had decreased. They asked which "Scope" the reporters favored, and were told they wouldn't get an answer. They asked whether Cinerama would compete with CinemaScope, and were assured it would not. Also, they asked whether, if European producers combined, as they often talked of doing, to make a dent in the American market, they could do so. They were answered: there are too few European pictures.

Two TV Outlets in Tokyo

They spoke of television as an incipient force, making impression now only during sports events. Tokyo has two television stations. The government station has "uninteresting" programs, they said. The commercial one hasn't been able to obtain advertisers because there are only 20,000 receivers.

They feel two factors militate against television as a competitor in Japan: high costs, so far; and a large number of mountains.

Mexico Fair

(*Continued from page* 1)

department, a costs budget for such a fair. They calculate the expenses at $240,000 and want the Government to cover that outlay.

The Ministry considers that quite a price for lodging, boarding and entertaining invited guests, representatives of various branches of the industry from all picture producing countries, publicity, etc. The producers say $240,000 is the absolute minimum cost of a successful world film fair, adding that unless such a fair can be a success, it is better not to stage it at all.

Stressing that there must be no stinting nor stinginess, the producers cite the world picture show which Argentina presented last year. They point out that the Buenos Aires Government thought nothing of paying all costs of that fair.

Para. Re-Signs Dolan

Paramount Pictures has exercised its option on Robert Emmett Dolan, producer. Dolan currently is preparing "Anything Goes," as his next film.

Trust Suits

(*Continued from page* 1)

pending and that every out-door exhibitor who has been in business for many years has a cause of action. The Pennsylvania suits could set in motion a nationwide series of claims or could be wrapped up in the two cases filed, it was said.

Runs, clearances, film terms and alleged withholding of prints are involved in the charges.

Malkan also filed a $1,080,000 antitrust suit yesterday on behalf of the Austin Theatre in Kew Gardens, L. I., naming many of the defendants in the drive-in suits.

McCarthy Rites

(*Continued from page* 1)

than 20 years. Earlier affiliations had included managerships in Philadelphia and other Pennsylvania cities. He started in the industry with the old Sylvester Z. Poli interests at Bridgeport.

Funeral services will be held in the latter city on Thursday.

"Sign of the Pagan"

(*Continued from page* 1)

appropriate musical score, an outstanding vehicle of entertainment which should make its weight felt at the box office. Universal exchanges will carry three different prints, four track magnetic sound, one track optical sound, for CinemaScope equipped theatres besides a regular, flat print.

The picture has a star-studded cast headed by Jack Palance, who portrays Attila the Hun with an outer harshness and cruelty, but an inner warmth and inner understanding of life and faith; Jeff Chandler, who portrays the Roman centurion, the son of a sandalmaker, whose love of country is surpassed only by his love of a woman; Ludmilla Tcherina, princess of the Eastern Roman Empire, whose remarkable masquerade as the most wanton woman in Constantinople helped hide from Attila her dedicated role as proctectress of the Church and the Empire, and Rita Gam, daughter of Attila who yearns and dies for Christianity.

Set in 450 A.D., Attila captures a young centurion, Chandler, carrying a message from the Emperor to Constantinople, and against the wishes of his daughter, Miss Gam, nurses the Roman back to health and sends him on his way. Chandler learns that the Eastern empire has entered into an alliance with the savage Hunnish hordes and sets about to take counter measures. Aided by Miss Tcherina, and Jeff Morrow, commander of the Eastern legions, Chandler prepares to meet Attila in battle, but he is denied the satisfaction of ending the Hun's life—the fatal knife thrust in Attila's body comes from Allison Hayes, a slave whom the Hun had forcibly taken as his wife.

Others in the cast are Eduard Franz, a Persian philosopher who forsee's the end of Attila; George Dolenz, Sara Shane, Leo Gordon and Moroni Olsen. The picture was produced by Albert J. Cohen and directed by Douglas Sirk from a screenplay by Oscar Brodney and Barre Lyndon. The story was written by Brodney.

Running time, 92 minutes. General audience classification. Release, in December.

LESTER DINOFF

People

Forrest J. Beard has been named advertising manager of Ampex Corp., Redwood City, Cal. He was formerly with Ray Oil Burner Co. and Pabco Products, both of San Francisco.

¤

Allan Noye, Mexico manager for 20th Century-Fox, has been elected president of Variety Club Tent No. 1, Mexico City. New vice-presidents are **Emilio Azcarraga, Jr.,** and **Rumolo O'Farrill, Jr.**

¤

Johnny Parsons, chief barker of Variety Club of Northern California, has reported an all-time high attendance of 200 at the annual costume dinner and dance held recently at the Richelieu Hotel in San Francisco.

¤

Ed Stevens, president of Stevens Pictures, Atlanta, has returned there following a tour of his branches.

¤

Mitchell Little, who has been office manager for Republic Pictures in Charlotte, has joined Buena Vista as a salesman in the Atlanta and Charlotte territories.

¤

Elmer F. Lux, Buffalo exhibitor and city council president; **Mrs. Lux, Jack Chinell,** RKO Radio exchange manager in Buffalo and **Mrs. Chinell** will be the "greeters" at the "Get Acquainted Night" Friday in the headquarters of Tent 7, Variety Club of Buffalo.

¤

R. A. Morris, overseas sales manager for Associated British-Pathe. Ltd., visited recently at the Atlanta offices of Allied Artists Southern Exchanges.

'Fate' Opens Tomorrow

United Artists' "Twist of Fate" will have its American premiere tomorrow at the Monroe Theatre in Chicago, with Ginger Rogers and co-star Jacques Bergerac, her husband in private life, the honored guests at the opening ceremonies.

Harriman Presents Finance Aid Plan

Averell Harriman, newly elected Democratic governor of New York, expressed the hope that New York City's financial and tax problems would be handled on a non-partisan basis in a television appearance on the Citizen's Union Searchlight Hour over Channel 4 of the National Broadcasting Co. network here.

Outlining his "affirmative program" which will be presented to a Republican-controlled Legislature, Harriman said that he hopes to work out an equitable plan of state aid for New York City and other cities as well whose fiscal relations with Albany are not what they should be.

Percentage

(Continued from page 1)

Fox against William A. Smith and Texas Theatres, Inc., as defendants, operating the Texas theatre in Pharr, Texas.

Judge Allred required the defendants to produce all of the theatre books for a six and one-half year period from Jan. 1, 1948, to the date of the filing of the suits. Judge Allred's order in Texas is the first to cover a period of such length, and follows a line of similar orders granted in more than twenty-five other Federal jurisdictions.

A motion by the eight distributor plaintiffs for a broad inspection of theatre books and records of the Park Theatre in Philadelphia, Pa., for over a six year period, in eight pending percentage actions also was ordered by United States District Judge John W. Lord, Jr., in Philadelphia. The motions filed by Columbia, Loew's, Paramount, United Artists, RKO, Universal, 20th Century-Fox and Warner Bros. were brought in cases involving defendants I. Edward Kapner and others operating the Park Theatre for the period from Jan. 1, 1948, to the date of the filing of the actions this year.

High Court Ignores St. Louis TV Appeal

WASHINGTON, Nov. 8.—The Supreme Court refused a request by the St. Louis Amusement Co. that it intervene to block a Federal Communications Commission hearing on CBS' application for a St. Louis television station.

St. Louis Amusement Co. is one of five applicants for Channel 11 in St. Louis. Another of the five is the Columbia Broadcasting System. St. Louis contended that the FCC should not permit CBS to remain as an applicant for the channel, since CBS already has five television stations and under the FCC multiple ownership rules not more than five VHF TV stations can be held by one licensee.

Special Ruling for CBS

The commission, however, granted a special exception to CBS, permitting it to apply for the St. Louis station, and the St. Louis Amusement Co. petitioned the FCC to deny the CBS application. When the FCC denied this, St. Louis asked the court of appeals to order the commission to deny it and to order the FCC hearing stayed until CBS is dropped. The appeals court denied this motion, and the amusement company then asked the Supreme Court to step in.

In its appeals brief, St. Louis said that "if this particular exemption is permissible, there can be no assurance it will be the only one. Future exemptions for favored parties will be possible."

The high court today gave no reason for its decision not to hear the appeal. Justice Douglas took no part in the decision, it was noted.

'Carmen' Pulls $31,000

Otto Preminger's CinemaScope production, "Carmen Jones," grossed $31,000 over the weekend at the Rivoli Theatre here, it was announced yesterday by 20th Century-Fox. The high mark was substantially ahead of the first weekend of the picture's engagement.

Television--Radio

with Pinky Herman

WHEN a program becomes an institution, such as Don McNeill's "Breakfast Club," (Series is currently on its 22nd consecutive year on the air) one must take time out from a busy and varied schedule to pay heed. When Don's pals and cohorts including ork pilot Eddie Ballentine, vocalists Johnny Desmond and Eileen Parker, comic Sam Cowling, Fran (Aunt Fanny) Allison and producer Cliff Petersen, descended en masse upon us Gothamites last week, this scribbler not only paid heed to the jam-packed audiences in the Terrace Room of the Hotel New Yorker but also paid a visit and thrilled to the ABChockful of entertainment shows the Chicagoans put on. . . . Ruth Hussey and Louis Jourdan will co-star next Tuesday in an original teleplay, "Warm Clay," scripted by Jack Gordun and Winifred Wolfe for "The Elgin Hour," TVia ABC. . . . Peter Packer's television adaptation of I. A. R. Wylie's story, ". . . And Son," the first she's ever permitted to be telecast, will star Edward G. Robinson and will be produced by Michel Kraike for Screen Gems. Sponsor is Ford Theatre.

☆ ☆ ☆

When the "Jackie Gleason CBShow" opens a two-week engagement at the New York Paramount Theatre next Wednesday, not only will the assembled cast prove to be the greatest in number but for the first time in 19 years, will it be necessary to utilize the entire stage. . . . Formerly with Telefilm Enterprises and Official Films, Bud Austin has been named to head the national sales division of National Telefilm Associates by veep Harold Goldman. . . . Dick (Two-Ton) Baker, whose Chicago clowning and RCA-pers has won him a great following in the Mid-West, has signed with Imperial Records. Initial disk pairs two novelties, "Clink Clank" backed with "The Froggy Song." . . . Leonard E. Hammer has resigned from the Adam Young TV Corp. to join the sales staff of MCA-TV Ltd. . . . With a wealth of Broadway, stock and radio experience, plus looks and charm, Helen Baron, currently seen as Bob Dana's "Gal Friday" every Tuesday (4:00-4:15 P.M.) over DuMont, rates our nod as "Miss TVision of 1954."

Jackie Gleason

☆ ☆ ☆

Sounds like a natural to us. We're referring to Jack Benny's forthcoming CBSunday TV satire on "The Caine Mutiny," a baseball story, "The Giant Mutiny," which features Leo Durocher, manager of the N. Y. Giants, Bob Lemon of the Cleveland Indians, Fred Haney and Chuck Dressen and umpire "Beans" Reardon. . . . According to Hugh H. Beville, Jr., NBChief of research and planning, there are now approximately 31,674,000 TV receivers in the country. . . . Producers Mark Goodson and Bill Todman have named Harris Katleman, director of G-T West Coast operations, to cultivate new material and develop new writers. . . . Russ Emery, singing-emeee of the daily "New England Talent Club" series TVia WJAR, is another lad who came to the big apple, learned the ABC's of broadcasting via Dick Stabile's Orchestra, Ken Murray and Kate Smith shows, his own program over WNEW thence back home to Rhode Island, where as star of his own TV show, he can encourage and guide other talented youngsters. . . . When 20-year Don Hastings makes his appearance next Monday as "Captain Video" on DuMont, it'll mark his 1500th consecutive telecast. Don started his TVenture on this program when it preemed back in 1949. . . . Bob Weitman has come to "grippes" with the flu and is winning the battle.

Jack Benny

☆ ☆ ☆

RECOMMENDED: Maggi McNellis' daily ABChatter. . . . Irving Berlin's "Count Your Blessings," from the Paramount filmusical, "White Christmas." . . . "Big Jon & Sparkie," fine kiddie series heard locally in Cincinnati, should be brought to N. Y. and ABCoast-to-Coasted on TV. . . . The Dolphins' great waxing of the swingy "If I Had a Million Dollars" on Label X. A deejay natural. . . . Ed Herlihy's colorful reporting every Sunday (3:00-5:00 P.M.) on his "Week-End" RCA radio series. . . . Ruby Mercer's MBSpritely programs featuring recorded music and up-to-the-minute news.

Pickus

(Continued from page 1)

of the shortage of product, cannot wait, there is a problem, the Connecticut theatre owner said.

"It seems to me that the latter group of exhibitors should: (1) Install a large screen, after careful investigation and advice, so as to be able to get the best reflective light setup for the particular theatre. For the average small theatre the cost of the large screen is not more than $1,000. And (2) install a short focal lens. For an additional $750, if they wish to be able to show all CinemaScope pictures on the wide screen, they are able to buy a pair of anamorphic lenses. Prints are being released with one-track optical sound," Pickus stated.

There is no reason to make any investment in stereophonic sound, he flatly said.

"You must make these decisions after due investigation, counsel, and thought," Pickus stated. "Do not get high pressured into things you do not want and do not need. Take these thoughts into account: (1) What amount of product is available to you if you do nothing, or, if you do part, or, if you do all? (2) What is your competitive position? Are you being hurt because you have not modernized your projection equipment? What are your neighbors doing? (3) Have you kept your house in order, aside from equipment? Are your customers getting the best in cleanliness, service, and courtesy?"

ABC, DuMont Silent On Reported Deal

Principals of American Broadcasting Co. and DuMont Laboratories refused to comment yesterday on reports that discussions looking to the purchase of the DuMont television network by ABC have been under way for some time.

In addition, officials of Paramount Pictures, which owns all of the DuMont Class B stock, declined comment on further reports that it opposed the projected deal.

DuMont owns and operates TV stations in New York, Washington and Pittsburgh. Under the Federal Communications Commission regulations, if such a deal were consummated, ABC would be required to divest itself of one New York station and two other VHF properties.

Three UA Branches Lead Sales Drive

United Artists' New York, Cleveland and Milwaukee branches have captured the three first-place prizes for the first lap of the Robert S. Benjamin drive, it was announced by B. G. Kranze, general sales manager for UA and co-captain of the drive saluting the company's chairman of the board.

The New York branch is managed by Joseph Sugar; the Cleveland exchange is bossed by Dave Rosenthal, and Joe Imhof heads the Milwaukee branch.

'She Wolf' In Buffalo

First showing of Republic's "The She Wolf" in the English dialogue version will open at the Lafayette Theatre in Buffalo tomorrow. The picture is a Jules Levey presentation.

COMPO Ad Scores Growing Threat of Local B.O. Taxes

The 30th in the series of Council of Motion Picture Organizations' ads in "Editor & Publisher," calls attention to the threat of new municipal admission taxes and points out to editors a few aspects of such taxes that may not have occurred to them.

"When Congress reduced the 20 per cent Federal admission tax last spring it took great care," the ad says, "to make it known why this relief was being voted. The reason was simple: Congress was convinced that the admission tax was destroying the motion picture industry."

Cites 'A Few Aspects'

Notwithstanding Congress's clear intent, the ad says that the motion picture industry now hears that there is a possibility cities and towns will impose admission taxes of their own. In view of this threat, the ad states that "we would like to alert our newspaper friends to a few aspects of municipal admission taxes which may not have occurred to them."

"Since the tax was cut in half last April 1, there has been an increase of nearly 1,000 theatre operations. All of these newly opened theatres give employment to local residents, stimulate local retail business and pay taxes into their local municipal treasuries. These benefits would be gravely threatened in every community imposing a municipal admission tax."

Drive-ins a Factor

Another factor which the ad points out should not be overlooked is the rise of the drive-in theatre. "The drive-in is a comparatively new but most welcome development in the motion picture industry. But if your city puts on an admission tax, it is obvious that the theatres that will have to pay it are those within your city limits. These are the ones that are already paying taxes on real estate, license fees, utility service rates and numerous other local charges."

Would End House Un-American Unit

WASHINGTON, Nov. 8.— Rep. Walter (D., Pa.), who would head the House Un-American Activities committee in the new 84th Congress, said he might ask the House in January to abolish the committee.

Walter said he would favor transfering the functions of the special committee to the House Judiciary Committee, of which he is the ranking Democrat. He declared he felt there would be less "abuse of power" if the investigations of subversion were carried on through the Judiciary committee rather than through the special House committee.

It's possible, of course, that House Democratic leaders will try to talk Walter out of his idea, or that the House itself will vote to continue the committee despite Walter's feelings.

Starts Art Bookings

HARTFORD, Nov. 8.—The part-time booking of art films is spreading into small town situations in Connecticut. The independent State theatre in Springdale is the latest to set selected European attractions on a two-day-per-week schedule. General admission prices are raised to $1 for the two days.

Reviews

"You Know What Sailors Are"

(J. Arthur Rank-United Artists)

THE light, amusing humor which has so happily characterized many of the British productions during recent years is present in this J. Arthur Rank offering, "You Know What Sailors Are," starring Akim Tamiroff in a delightful characterization as a ruler of an Arabian Night-style country. Tamiroff is the sole marquee name which American audiences will recognize but his excellent performance is easily matched by the rest of a talented and well-chosen English cast headed by Donald Sinden, Sarah Lawson and Naunton Wayne.

Sinden, a Navy radar expert, had a few drinks too many and for a joke, collected a pawnbroker's sign and a pram, and shaped and welded them to the bridge of a foreign destroyer. Following that old Naval axiom—if it's permanent, paint it, the crew of Tamiroff's vessel paint the contraption, believing it to be the latest radar equipment. Units of the British Navy are in an uproar because they want a secret weapon like the one welded to the bridge of the foreign vessel. Sinden is assigned to Tamiroff as a radar instructor and, while at sea, tries to explain the joke but is thwarted by the explosion of a sabotaged plane, thus convincing Tamiroff that the pawnbroker's three-ball sign is a secret weapon.

Tamiroff keeps Sinden under the close guard of 15 lovely girls in his palace in order to learn all he can about the secret weapon in order to fight the threats of a neighboring nation. As the story unfolds, Tamiroff, Sinden and a screwball professor, Martin Miller, keep the chuckles moving right up to the end.

Also in the cast are Bill Kerr, Dora Bryan, and Michael Shepley. The picture was written and produced by Peter Rogers and directed by Ken Annakin, all members of the Julian Wintle Production unit.

Running time, 85 minutes General audience classification. Release, in November. L. D.

"The Golden Mistress"

(Kay-Rybnick—UA)

UNUSUAL scenes of voodoo ceremony and dances, in color, lend an eerie emphasis to "The Golden Mistress," a film starring John Agar and Rosemarie Bowe in a standard adventure drama about a treasure hunt in modern Haiti. The picture was filmed entirely in the Caribbean and has considerably more appeal to audiences than the cast names suggest.

Agar is pictured as a happy-go-lucky skipper of a broken-down island boat who is continually in search of treasure and in need of cash. Miss Bowe is the daughter of another treasure hunter, a cheat who dies after making off with a voodoo idol. The newly-orphaned Miss Bowe and Agar join forces to search for the treasure of a long lost tribe of slaves in a series of colorful locales, ranging from an idyllic little fishing village on the coral sands of the turquoise sea, to such places of Haitian historical interest as Sans Souci and the Citadel.

The climax is a fantastic affair involving a large, but unknown Caribbean island where the protagonists come within an inch of losing their lives in a spectacular voodoo dance of justice.

The film was produced by Richard Kay and Harry Rybnick, with Sam X. Abarbanel as executive producer. Joel Judge directed from a screenplay he co-authored with Lew Hewitt, who also wrote the original story. Prominent in the supporting cast are Abner Biberman as Miss Bowe's father; little Jacques Molant as Agar's 12-year-old first mate; Andre Narcisse as an upright village chief and several members of the National Folklore Theatre of Haiti.

Running time, 82 minutes. General audience classification. Released in September.

"Twist of Fate"

(British Lion-United Artists)

WHILE manipulating melodramatic incident after incident, "Twist of Fate" manages to provide audiences with a good level of excitement and suspense as Ginger Rogers and Jacques Bergerac, in authentic French Riviera atmosphere and locale, turn in able performances.

Miss Rogers seems to be in love with an international businessman, Stanley Baker, who actually is the head of a syndicate minting illegal coins for the Continental market. Presently, however, Miss Rogers learns that he has been deceiving her and that his wife would not give him the divorce he pretended was near fulfillment. By chance she meets a potter, Bergerac, and falls in love with him. Coincidence adds its touch when a bracelet that was given to Miss Rogers by Baker is stolen by Herbert Lom, a Continental confidence man, and used to pay an underworld debt. Thus, by a twist of fate, the bracelet is returned to Baker and he immediately assumes that Lom is Miss Rogers' lover.

The screenplay by Robert Westerby and Carl Nystrom churns with movement and involvements. In the finale, Lom kills Baker when the latter catches him in another theft. Lom then rearranges circumstances so that it would appear that the lovers actually committed the murder. Despite the highly melodramatic quality of the story, it is to its credit that it does not sink into the routine. When Miss Rogers and Bergerac discover that they are being victimized by false evidence they go about nabbing the real culprit in a whirlwind, bang-up finish.

Maxwell Setton and John R. Sloan produced the film and David Miller was the director.

Running time, 89 minutes. Adult audience classification. Release in November.

Senate Unit Gets SCTOA Complaint Anent Distributors

HARTFORD, Nov. 8.—The part-Southern California Theatre Owners Association complaint against trade practices of producer-distributors will be studied before any action is taken, a spokesman for the Senate Select Committee on Small Business said here.

The SCTOA forwarded to Sen. Andrew F. Schoeppel and, reportedly, to every member of Congress, a list of grievances citing alleged "monopoly" practices by the major companies in the marketing of motion pictures.

Sees New Powers Given

The association maintains the consent decree has resulted in giving the distributors new price-control powers which are being used to the detriment of the individual or small circuit theatre owner. SCTOA urged the Senate committee to bring about reforms to help the small theatre owner to "obtain sufficient purchasing power so that he can expect a reasonable profit on his investment."

4 Films Start; 11 Finish; 32 in Work

HOLLYWOOD, Nov. 8.—Four pictures started and 11 pictures were completed last week, dropping the overall total of pictures in production to 32.

Started were: "Five Aganist the House," (Columbia); "No Place to Hide," Joseph Shaftel, Eastmancolor (Independent); "The Rose Tatto," VistaVision (Paramount); "Kiss of Fire," Technicolor (Universal-International).

Completed were: "Rider of the Ruby Hills" and "High Society," (Allied Artists); "Creature With the Atom Brain," Clover Prods. (Columbia); "Hit the Deck," CinemaScope, Eastman (Metro-Goldwyn-Mayer); "The Trouble With Harry," VistaVision, Technicolor (Paramount); "The Admiral Hoskins Story," (Republic); "The Seven Year Itch," CinemaScope, color (20th Century-Fox); "Big House, U.S.A.", Bel-Air (United Artists); "The Shrike" and "To Hell and Back," CinemaScope, Technicolor (Universal-International); "Jump Into Hell," (Warner Brothers.).

L of D Takes 'Bread' Out of 'B' Class

The National Legion of Decency's rating of "Bread, Love and Dreams" has been revised as a result of revisions made in the film. Formerly rated as Class B, it has now been placed in Class A, Section 2, this classification being applicable only to prints exhibited in Continental United States.

In the same listing the Legion classified 16 other films, placing six in "B" and 10 in "A". In Class B are "Bowery to Bagdad," "The Golden Mistress," "Jessie James' Women," "Phffft," "This Is My Love," and "Track of the Cat."

In class A, Section 2 are "Black Widow," "Fire Over Africa," "Four Ways Out" and "Sign of the Pagan."

In Class A, Section 1 are "Athena," "The Black Knight," "The Bob Mathias Story," "Crest of the Wave," "Romeo and Juliet" and "West of Zanzibar."

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 91 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 10, 1954 TEN CENTS

Must Make Try

Martin Pleads For Solution Of Problems

New TOA President Says Future Is Threatened

ST. LOUIS, Nov. 9. — The seller's market created by the distributors, the shortage of good product, prints and the prohibitive film rentals demanded for the pictures that are available, are all combining to threaten the continued existence of most exhibitors, E. D. Martin, newly elected president of the Theatre Owners of America, stated here today.

Speaking at the closing banquet of the Missouri-Illinois Theatre Owners Association at the Chase Hotel, Martin said that "perhaps these problems are not soluble, but we would be

(*Continued on page 6*)

TOA Promises RKO Meeting on Finance Plan When Ready

A committee representing the projected film financing company which is being initiated by the Theatre Owners of America will meet with James R. Grainger, RKO Pictures president, and C. J. Tevlin, studio head, when the finance group's plan "is off the ground." This was stated yesterday in a telegram to Grainger by E. D. Martin, TOA president, in reply to Grainger's suggestion for a meeting on TOA's financing proposal.

Martin's telegram said: "TOA is definitely interested in stimulating independent production of quality pictures through the formation of a

(*Continued on page 6*)

24 Films Offered by Associated Artists

Twenty-four British pictures, plus a number of other foreign features and shorter length films, are available for immediate theatrical and non-theatrical distribution, including television, by Associated Artists, it was announced here yesterday by Eliot Hyman, president of the newly organized company at a Warwick Hotel trade press conference.

The new company has already started activity in all of the various fields for which it has been formed,

(*Continued on page 6*)

Col. 5-Day Sales Meet in Chicago

A five-day sales convention of Columbia's division and branch managers and Canadian and home office executives will be held at the Blackstone Hotel, Chicago, starting Nov. 15, A. Montague, general sales manager, announced yesterday.

Participating will be 18 home office sales and promotion executives, 38 domestic division and branch managers and the top seven sales executives of the company's Canadian organization. It will be the first time the latter have been included in a domestic sales convention.

Scheduled for discussion will be forthcoming product on Columbia's schedule, both from its studio and from independent producers, and discussions on continuing liquidation of product released earlier this year.

U.K. Business On Even Keel

By PETER BURNUP

LONDON, Nov. 9. — There were 322,000,000 paid admissions to British theatres in the quarter ended last June 26, which was only 1.1 per cent less than admissions during the first quarter of 1954, according to the Board of Trade Journal's report of industry statistics.

The Journal points out that there customarily is a decline in attendance in the second quarter but that this year it was less marked than in any previously recorded year. However, the admissions were very slightly below the corresponding 1953 quarter when attendance was stimulated by Coronation films and when the first signs had appeared of the declining attendance trend having been arrested.

The Board's statistics, collected from 4,508 theatres, or 99.6 per cent

(*Continued on page 6*)

Industry Meet

Seeks Ways to Expand Film-Going Audiences

Methods of expanding the audience potential for motion pictures were explored here yesterday at a meeting of company sales and advertising-publicity heads with representatives of Theatre Owners of America.

The avenues discussed were said to have covered a wide area, including audience research, market surveys, media advertising and special projects to attract and hold new audiences. In this latter regard, stress was placed on the importance of coralling the estimated 12,000,000 girls and boys who will have reached their 12th birthday within the next five years.

The round-table approach to industry problems was warmly praised by E. D. Martin, newly-elected TOA president who led the TOA delegation, it was learned. In his comments, it was stated that he compared this approach to the "civil war" method of examining industry problems.

The highlights of the suggestions made at yesterday's meeting, it was stated, will be conveyed to the Nov. 15 session here of the executive committee of the Council of Motion Picture Organizations. Acting as liaison, it was added, will be Al Lichtman,

(*Continued on page 6*)

Begin 'Army' Print Handling Nov. 27

Distribution to exchanges of prints for "This Is Your Army," a feature length Technicolor picture produced for the Department of Defense, will begin Nov. 27, it was announced yesterday by Robert W. Coyne, Council of Motion Picture Organizations special counsel. Release date of the picture is Dec. 13.

Nine major companies are cooperating with COMPO in distribution of the picture, the general sales managers having divided the country into areas with certain exchange territories allotted to each company.

"This Is Your Army" has a running time of 55 minutes. Distribution of press books, prepared by the 20th

(*Continued on page 6*)

Reade Suggests TOA-Allied Meet

A joint committee composed of Allied and Theatre Owners of America members to explore Allied's bid for united action on exhibitor problems was proposed by Walter Reade, Jr., chairman of the TOA board.

The proposal was in the form of an open letter by Reade to Ben Marcus, Allied president. It made no mention of Allied's proposal to seek Federal regulation of film rentals, a measure already rejected by Mitchell Wolfson on behalf of TOA.

The Reade letter, in response to an

(*Continued on page 6*)

Chief Barkers to Aid Harris with Brotherhood Drive

Former chief barkers of Variety Clubs International and former chairmen of Brotherhood Week of the National Conference have volunteered to assist John H. Harris, head of Harris Amusement Co. of Pittsburgh, in conducting the 1955 campaign next February, Harris told a gathering of approximately 100 industry leaders and trade press representatives at a luncheon at the Waldorf-Astoria Hotel here yesterday.

The meeting heard the report of

(*Continued on page 7*)

Arbitration Damage Issue Unresolved

Rules for determining the extent of damages is the one point dividing exhibition and distribution from reaching agreement on an arbitration draft, it was disclosed here yesterday by Al Lichtman, chairman of the distributors' arbitration committee.

Lichtman's disclosure on the one remaining point came as Herman Levy, Theatre Owners of America general counsel, and Adolph Schimel, counsel for the distributors' arbitration committee, planned to confer again later this week.

Queried on his statement before the recent TOA convention, Lichtman explained that the "one point" referred to in his speech then was in reference to the question of damages. He went on to explain that standards to measure how much an exhibitor should be allowed in damages under the projected arbitration system, were still to be ironed out.

Says U. S. May Use Cinerama in Bangkok

By Staff Correspondent

WASHINGTON, Nov. 9. — The State Department wants to display "This Is Cinerama" in Bangkok as part of the U. S. Government's efforts to sell America in crucial overseas areas, according to Samuel Rosen, executive vice-president of Stanley Warner Corp.

Rosen disclosed this at a Washington Advertising Club luncheon honor-

(*Continued on page 7*)

Personal Mention

WILLIAM J. HEINEMANN, United Artists vice-president in charge of distribution, returned to New York yesterday following a business-and-vacation trip to the Mountain states and the West Coast.

•

ALFRED E. DAFF, Universal Pictures executive vice-president, will leave here today for the Coast.

•

GEORGE WELTNER, president of Paramount International, returned to New York yesterday from Europe.

•

HAL HACKETT, president of Official Films, and MIKE NEIDORF, chairman of the board, are scheduled to leave here today for England via B.O.A.C. Monarch.

•

MICHAEL MINDLIN, JR., advertising-publicity director for Lopert Films, will arrive here tomorrow by plane from London.

•

ALEX HARRISON, 20th Century-Fox Western sales manager, will return to New York tomorrow from St. Louis.

•

JOSEPH BRONSTEIN and ISADORE BREGMAN, of the East Hartford Family Drive-in Theatre Corp., have returned there from Miami.

•

PAT DUGGAN, producer, and MICHAEL CURTIZ, director, left the Coast by plane yesterday for New York.

•

HENRY BERMAN, producer, who arrived in New York recently from Europe, has left here for Hollywood.

•

BARBARA STANWYCK arrived in New York yesterday from London by B.O.A.C.

Celebrities to Attend Pioneers' Dinner

A cast of stage, screen and television personalities will be presented at the 16th annual showmanship dinner of the Motion Picture Pioneers, honoring Si Fabian as "Pioneer of the Year," on Nov. 17th, at the Hotel Sheraton Astor here, it was announced by Morton Sunshine, entertainment chairman.

Among the celebrities announced as taking part in the "Si Fabian Story," a cavalcade of the motion picture industry from the Nickelodeon era to Cinerama, are film stars George Murphy and Van Johnson of Hollywood, Licia Albanese, the Metropolitan Opera star, and Lowell Thomas, commentator.

Assisting Sunshine on staging and lighting is Dave Bines, who for the past five years has staged the Palace Theatre Shows.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Nov. 11, Veterans' Day.

SOME SELLOUTS REPORTED FOR OPERA TELECAST IN 32 HOUSES

Business in the 32 U. S. theatres which presented the large-screen, closed circuit telecast of the opening night performance of the Metropolitan Opera on Monday evening was termed by circuit representatives and Nathan L. Halpern, president of Theatre Network Television, as "very good."

Halpern, enthusiastic about the early theatre reports which were received at the TNT offices here, stated yesterday that "the telecast was the biggest and most spectacular in the company's history. It cost TNT an approximate $100,000 to present the show."

A report from the Metropolitan Opera stated that an audience of 3,800 paid $62,438 in admissions with seats on the orchestra floor bringing $30 each. The installation of electrical equipment and television cameras is reported to have cut $2,250 off the box-office receipts.

Tickets $2 to $5 and Up

While Halpern, and the circuit officials, did not reveal what the receipts from the 32 theatres totaled, it was learned that ticket prices ranged from a low $2 to a high of $5 and in some instances more, where charity groups were involved with the telecast presentation.

Harry Mandel, national director of advertising and publicity for RKO Theatres, who viewed the opera at the RKO Fordham in the Bronx, reported that the 2,100-seat house was sold out. "The handling of the opera by TNT was better than the closed circuit 'Carmen' performance in 1952," he said.

A representative of Fabian Theatres, who viewed the performance at the Fabian Fox Theatre in Brooklyn, stated that about 3,000 of the 4,000-seat house was occupied. "A big surprise of the evening was the small business which the concessions did, not even $100," he said.

National Reports Favorable

Around the nation, reports indicated that business was "very good," Halpern said. The Fabian Fox Theatre reported an approximated $?,000 for the Monday evening event; Denver reported a 1,700 advance ticket sale and Indianapolis had a sellout of 3,100 tickets, the TNT head said.

In Washington, the Capitol Theatre was reported sold out. In Chicago, attendance at the theatre presenting the telecast was considered good despite competition from the city Civic Opera House. The Balaban & Katz 4,400-seat Uptown Theatre in Chicago had about 3,500 patrons viewing the proceedings. In Buffalo, a small crowd of 1,152 opera fans were in attendance at the Center Theatre as pianist Liberace was performing elsewhere in town.

Mechanical Trouble in Detroit

At the Palms theatre in Detroit, mechanical difficulties blacked out the picture proceedings for about two minutes during the "Barber of Seville" sequence, but the 1,500 in the audience could still hear the sound. In Baltimore, about 2,000 patrons paid their way into the Stanley Theatre, a downtown house seating some 3,000 patrons.

In Houston, at the 1,400 seat Kirby Theatre, over 1,000 patrons turned out for the telecast. The picture, except for a few moments, come through clearly. In Cleveland, the telecast played to 875 paid admissions in the $2.80 to $5 reserved seats at the Loew's State Theatre. The picture in Cleveland was generally clear with occasional light flicker and the sound was generally excellent with occasional fuzziness. About 900 Salt Lake City opera lovers found the performance satisfying at the Utah Theatre. While the local patrons did not stay away in droves, as originally feared, the 1,800-seat theatre was barely half-filled due to the early start of the three and one-half hour show.

In Los Angeles, the audience started to stream into the theatre at 5 p.m. in the afternoon, because of the East-West Coast time differences. In Pittsburgh, the showing at the Stanley Theatre was well attended, it was said.

Smith, Morgan Feted By Philadelphia VC

Special to THE DAILY

PHILADELPHIA, Nov. 9.—Ulrik F. Smith, Paramount's Philadelphia branch manager, and Oscar Morgan, short subjects manager for Paramount, were honored on their 40th anniversaries with the film company at a testimonial dinner sponsored by Variety Club Tent No. 13 last night at the Bellevue Stratford Hotel here.

With some 250 industry officials in attendance, Sam Diamond, 20th Century-Fox branch manager and new president of the Motion Picture Associates, remarked that "men are judged by their character and ability" and he stated that those being honored had the full measure of these virtues.

Norman Silverman, former chief barker of Tent No. 13, appealed to those present to aid in the tent's annual Heart Fund.

Pickman, Schlanger Heard

Jerry Pickman, Paramount vice-president, made some humorous remarks and lauded Smith and Morgan. Ted Schlanger, Stanley Warner zone manager for the Philadelphia area, stated that these men have "given of themselves freely and generously to the industry and their communities."

A. W. Schwalberg, president of Paramount Film Distributing Corp., used the occasion to call for an end of "bickering and wrangling" and said that everyone in the industry should "join hands and go forward."

Smith and Morgan were tendered gifts and both made a few remarks of gratitude for the honor that had been bestowed upon them.

Columbia Signs Wright

HOLLYWOOD, Nov. 9.—William H. Wright, former M-G-M producer whose credits include "Stars In My Crown," "Naked Spur" and others, will join Columbia pictures tomorrow as a contract producer.

Ohio I.T.O. Enlists In Fight Against Toll Television

COLUMBUS, O., Nov. 9.—Count Independent Theatre Owners of Ohio in on the fight against subscription television, Robert A. Wile, executive secretary, tells members of that organization in a current bulletin. Says Wile:

"This subject was not supposed to be discussed in bulletins but the trade papers have been full of it lately so apparently the cat has left its bag.

Sees 'A Great Menace'

"This is a great menace to the exhibitor. In a city of 25,000 population where he has the only theatre, the idea sounds great—the same picture is shown in the theatre as well as on television for a fee. But how many people will go to a theatre to see a picture when it is available for less money (or even the same money) but any number of people permitted to view it for the price.

"Of course, in those cities where there is competition, which exhibitor gets the nod will be the crux of the situation. At any rate, television in its present form is a competitor we can lick when we have the right attraction. But once television can put on the same attractions as we show in the theatres it will be a different story.

"This is going to be a difficult thing to fight. While the present television stations, the advertisers, newspapers and many other people will assist us in combatting it, the general public as a whole might be expected to favor it.

Would Contact Congressmen

"The matter will soon come to a head before the Federal Communications Commission in Washington. Needless to say, your exhibitor organization is going to fight this menace to the theatres. Before your Congressman returns to Washington, see him and tell him your viewpoint on this subject."

Paramount to Honor Division Managers

Paramount's division managers next month will be honored by the company's bookers and salesmen in the final sales drive of the calendar year, "Booker-Salesmen's Month," A. W. Schwalberg, president of Paramount Film Distributing Corp. said yesterday.

The division managers who will be honored in the December drive are Howard G. Minsky, Mid-East; Bryan D. Stoner, Central; A. M. Kane, South Central; George A. Smith, Western; and assistant division managers Gordon Bradley, Southern; John G. Moore, Eastern, and H. Neal East, Western.

Booker-Salesmen's Month will pick up where Paramount's 40th Anniversary Drive—"A Salute to the Future"—leaves off, and will provide these representatives in the various branches with a special period in which to complete their calendar year activities, according to Schwalberg.

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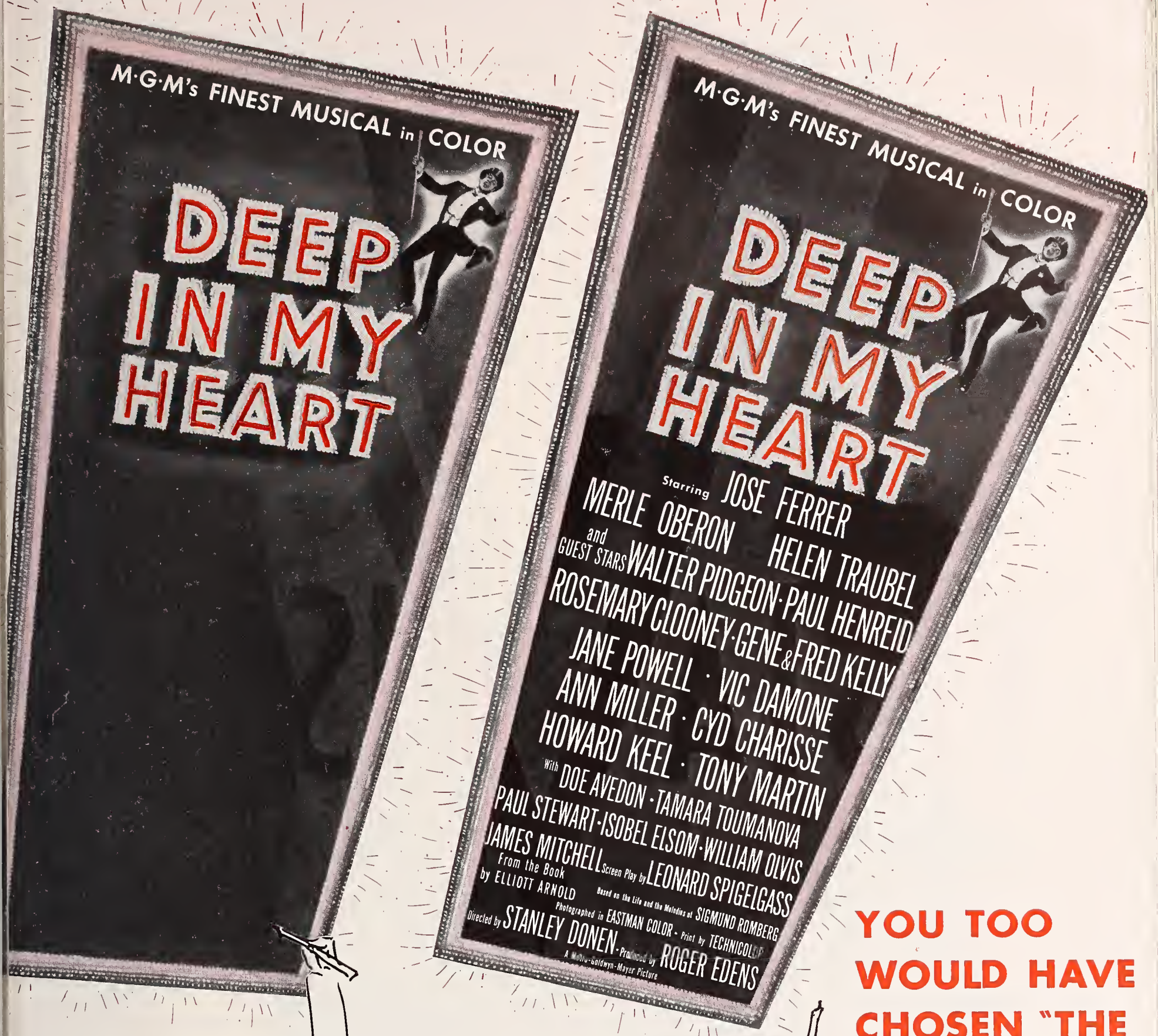

IF YOU COULD HAVE PICKED THE STARS FOR THIS WONDERFUL LOVE STORY—

YOU TOO WOULD HAVE CHOSEN "THE GREATEST ARRAY OF MUSICAL TALENT IN ALL PICTUREDOM."

(To Quote The Hollywood Reporter)

(AVAILABLE IN MAGNETIC STEREOPHONIC, RSPECTA STEREOPHONIC OR 1-CHANNEL SOUND)

VISTAVISION
MOTION PICTURE..... HIGH FIDELITY
Jubilantly hailed
by the public, the press, the industry!
Variety reports:
"'WHITE CHRISTMAS', FIRST IN VISTAVISION,
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"VISTAVISION is breathtaking."
—Boston American

"VISTAVISION is simply spectacular!"
—Detroit Times

"VISTAVISION is wonderful!"
—Los Angeles Times

"VISTAVISION is impressive."
—New York Daily News

"VISTAVISION offers a boon!"
—Denver Post

"VISTAVISION is revolutionary."
—Akron Beacon Journal

"VISTAVISION carries a big wallop!"
—The Exhibitor

"VISTAVISION gives depth and clarity."
—Memphis Commercial Appeal

"VISTAVISION lives up to advance billing."
—Newsweek Magazine

"VISTAVISION gives the scope and realism of a full stage."
—Variety

"VISTAVISION is wonderfully better than anything yet."
—New York Post

"VISTAVISION makes action as realistic as if it were flesh-and-blood."
—Boston Globe

"VISTAVISION has fine pictorial value, rich luminous color."
—New York Times

"VISTAVISION can project an enormous image with remarkable clarity."
—Life Magazine

"VISTAVISION is marked with exceptional clarity and illusion of depth."
—Buffalo Courier-Express

"VISTAVISION is destined to be a magnetic word on theatre marquees!"
—M. P. Daily

"VISTAVISION will play an important role in the future of the industry."
—The Independent

"VISTAVISION makes photographed people look like people, not photographs."
—Brooklyn Eagle

"VISTAVISION gives a new vastness and quality not matched by other methods."
—Los Angeles News

"PARAMOUNT DELIVERS EVERYTHING IT PROMISED FOR VISTAVISION!"
—Film Daily

N VISTAVISION

Paramount's Big Christmas-New Year Attraction—Hal Wallis' "3 Ring Circus," starring Martin & Lewis, in Technicolor . . .

Associated Artists Offering 24 Pictures

(Continued from page 1)

Hyman said. These include the production of films of both feature and shorter length, for theatrical and non-theatrical distribution, and the release of pictures for showings on television, he said. Both the production and distribution operations of the new company are on a world-wide basis, he said.

Negotiations, Hyman stated, are now in progress for the establishment of regional distribution offices where franchised dealers will handle solely the theatrical sales in Chicago, Dallas, Boston, Philadelphia, Washington, Los Angeles, San Francisco, Detroit, Pittsburgh and Charlotte. It is expected that most of the new Associated offices will be opened by the end of the year.

Four Handling Television

With Hyman as president and chairman of the board of Associated, other officers are Kenneth Hyman, vice-president; Samuel Haims, controller and treasurer; Jacques Kofstein, general sales manager in charge of domestic distribution; Norman Katz, sales manager in charge of foreign distribution; Herbert Richek, chief of the booking department and office manager, and handling the television operations are Arthur Kalman, Donald Klauber, Herman Katz and Paul Kwartin.

Margolies, Greenthal Engaged

Albert Margolies & Co. has been retained to handle publicity with Monroe Greenthal Agency handling advertising matters.

The 24 films now ready for theatrical release are: "The Heart of the Matter," which will have its American premiere at the Trans-Lux Normandie Theatre here on Nov. 18, "The Green Scarf," "The Intruder," "The Lady With a Lamp," "The Naked Heart," "Rapture," "An Inspector Calls," "The Belles of St. Trinian's," "Trilogy of Murder," "The Teckman Story," "They Who Dare," "Derby Day."

Also "Cure for Love," "Front Page Story," "Eight O'Clock Walk," "Conflict of Wings," "Appointment in London," "The Long Rope," "Night of the Full Moon," "The Straw Men," "Golden Marie," "The Devil on Horseback," "Forbidden" and "Game of Danger."

In addition to the first-run British Lion films, Hyman said, the following productions are ready for theatrical re-release: "Syncopation," "Tom Brown's School Days," "The Fighter," "Lucky Nick Cain," "A Christmas Carol," "The Big Night," "One Big Affair," "Red Planet Mars," "Chicago Calling," "Captive City," "The Second Face," "Once a Thief," "Park Row" and "The Scarf."

Also available, the executive said, is a package of feature films known as "The Hall of Fame Classics." This package will shortly start its first engagement at the Fifth Avenue Cinema here.

Has 83 Spanish Films

Hyman further announced the acquisition of a group of 83 Spanish feature films, which are now being dubbed into English for TV release and that 40 feature productions from Western Germany are currently being dubbed for TV.

Home Offices Close At 1 P.M. Tomorrow

All home offices and the New York headquarters of the Motion Picture Association of America will close 1:00 P.M. tomorrow in observance of Veterans Day.

People

Mrs. L. D. Netter, Jr., wife of the sales manager for Altec Service, gave birth to a eight and one-half pound girl, Katherine Mary, on Nov. 6 at the Lawrence Hospital, in Bronxville, N. Y.

Mandel Herbstman, former staff writer for the "Motion Picture Herald" and MOTION PICTURE DAILY, has joined Walt Disney Productions, under the supervision of **Charles Levy,** Eastern publicity director.

Henry Brunig, office manager of the United Artists exchange in New Haven, and Mrs. Bruning are the parents of a third son, named Christopher.

Joe Borenstein, manager of the Stanley Warner Strand, New Britain, Conn., is hospitalized there.

Phil Allare, formerly manager of the independent Palace Theatre, Torrington, Conn., has been named assistant manager of the Stanley Warner Strand in Hartford.

Industry Meet

(Continued from page 1)

COMPO co-chairman who, as 20th Century- Fox distribution director, attended yesterday's meeting with TOA and the sales managers and advertising-publicity committees of the Motion Picture Association of America.

Commenting on yesterday's meeting, Morey Goldstein, chairman of the MPAA sales managers committee, said, in part, "The meeting was sound, constructive and harmonious. . . .With all segments of our industry participating, we can accomplish our goals of bringing even greater numbers of people back to the theatres of our nation."

Besides Martin, the TOA delegation included Walter Reade, Jr. and Leonard Goldenson.

Reade Suggests

(Continued from page 1)

earlier message for cooperation from Marcus, said "we are fully sympathetic toward the problems of exhibition, which caused your board to take these actions," apparently referring to Allied setting up an emergency defense committee. "If you will set a time and a place for a small committee of Allied to meet with a small committee of TOA, E. D. Martin, our new president, will appoint a committee to meet with you," Reade added.

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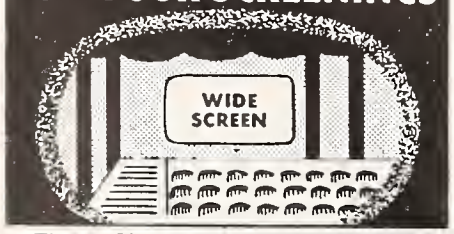

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Queen Mother Sees 'White Christmas'

WASHINGTON, Nov. 9. — Queen Mother Elizabeth of England was the guest of President and Mrs. Eisenhower at a special screening of Irving Berlin's "White Christmas," in VistaVision, during Her Majesty's recent visit to the White House.

Martin

(Continued from page 1)

acutely derelict in our duty if we did not attempt to solve them."

The immediate answer and solution to the industry problems which are posed to us is to stimulate independent production, he said. "If this plan fails, and it dare not, we shall return to the chaotic position we are in now, at the mercy of the producers and distributors," Martin stated.

"Unfortunately there are many producers and distributors that do not understand exhibitor problems and are not sympathetic," Martin said. "This situation must be corrected, for an end must come to the strife in our industry," he said.

TOA Promises

(Continued from page 1)

finance company. The board of trustees, chairmaned by Sam Pinanski, will soon hold an organizational meeting and when the plan is off the ground, a committee will be pleased to meet with you and C. J. Tevlin on financing production."

Following the announcement of TOA's proposal to establish a finance committee, Grainger wired Martin stating that "we at RKO Radio would be interested in learning to what extent TOA was contemplating becoming financially interested in participating in independent production, as we at RKO Radio have been participating in financing independent producers of quality pictures for the last 18 months."

U.K. Trade

(Continued from page 1)

of those known to be operating commercially here, showed total seating capacity of 4,154,692.

Gross box office receipts for the quarter were £27,487,000 ($76,963,000). The gross was slightly higher than for the corresponding 1953 quarter, but was 1 per cent lower than for the first quarter of this year.

On the other hand, net receipts and the exhibitors' share of such receipts in the second quarter exceeded those in the preceding quarter, doubtless due to the reduction in entertainment tax beginning last May.

Net Receipts Up

The Journal comments that the net receipts and also the exhibitors' share were both greater in the second 1954 quarter than in any period since the end of 1952.

The Journal also reports a considerable decline in the registration of "foreign films—from 428 in 1953 to 394 in 1954, doubtless due to the cutback in Hollywood production. On the other hand, British registrations increased from 124 to 140.

Gross film rentals for the first six months of 1954 amounted to £11,917,000, of which £3,900,000 or 32.7 per cent was provided by British films, compared with 30.3 per cent for all of 1953, and considerably exceeding the three previous years.

'Foreign' Gross Down

The proportion of gross film rentals paid to producers of "foreign" films, namely 64.4 per cent, was slightly lower than in previous years back to 1951.

The total number of persons employed in film distribution in June, 1954, was 5,237, the lowest yet recorded.

Friedman to UA

Publicist Samuel J. Friedman has been retained by United Artists to handle advance promotion for "The Beachcomber," Technicolor drama starring Robert Newton and Glynis Johns.

Begin 'Army' Print

(Continued from page 1)

Century-Fox publicity department, will begin shortly by National Screen Service, which also will distribute the trailer.

Although the distribution of the picture is being handled as a public service without charge by any of the participating companies, Coyne said, the picture itself will be sold as a regular feature, but at a price to theatres that will only cover print costs and other out-of-pocket charges. If there is any money left over, Coyne explained, 15 per cent will be paid into the U.S. Treasury as provided by law, and the balance turned over to the Army Relief Fund.

3 Percentage Suits Filed in Philadelphia

PHILADELPHIA, Nov. 9.—Three percentage actions were filed here in the United States District Court for the Middle District of Pennsylvania. Columbia, Paramount and Universal each filed a separate action against W. R. Buckley, Mary Buckley, Mary L. Buckley, Buckley Amusement Enterprises, Imperial Amusement Co., Inc., and George Riester operating the Capitol and Majestic Theatres in Shamokin, the Elks Theatre in Mahoney City, the State Theatre in Mt. Carmel, and the Imperial Theatre in Kulpmont, all in Pennsylvania.

National Pre-Selling

The "DESIREE" Build-Up

BUILDING upon a number of publicity breaks in national consumer Magazines for 20th Century-Fox's "Désirée," the publicity and exploitation men of Fox made a number of effective tie-ups; some of which are outlined here.

Book Tie-ups — Extensive television and radio advertising and a national promotion campaign involving thousands of book dealers are included in a powerful drive linked to the national release of "Désirée," set by Pocket Books Inc., reprint publishers of the Annamarie Selinko best-selling novel. Commencing with the publication of 30,000 copies of the novel, Pocket Books is sponsoring a series of TV and radio spot announcements, heralding the edition and the forthcoming Fox release. Ten thousand film-linked window cards are being circulated nationally by the Pocket Books to key city outlets timed to playdates of "Désirée."

Music — A total of eight versions of "The Song From Désirée" are being made for national release by leading recording companies.

Artists to record the new ballad, subtitled "We'll Meet Again," are Bing Crosby and Alfred Newman and his orchestra on Decca, and Johnnie Desmond for Coral Records.

Other artists represented in the recording line-up are Jane Froman, Capitol; Anna Marie Alberghetti, Mercury; Paul Weston and his orchestra, Columbia; Frank Cordell, RCA-Victor; Alan Dean with Joe Lipman and his orchestra, MGM; and Joe Leahy and the Majar Choir, Majar.

Store Tie-ups — Helena Rubinstein has set a strong promotional campaign for its "Command Performance" perfume.

Department and perfume store accounts are being contacted by Helena to cooperate fully with exhibitors on the local level for a variety of promotional - exploitation activities later this month when "Désirée" will be showing in over 72 first engagements.

Sally Victor, Martini Frocks and Marvella Jewelry are programming individual campaigns through their thousands of accounts and outlets in all parts of the nation. Style shows, newspaper advertising, window displays and theatre co-ops are among the activities planned.

•

A striking ad on "A Star Is Born," appears in the November issue of "Woman's Home Companion."

•

In the current issue of "Life," a full color page ad advertising Lustre-Creme Shampoo spotlights Elizabeth Taylor and plugs "The Last Time I Saw Paris," her newest starring film. This MGM picture will premiere here tomorrow at the Capitol Theatre.

•

The first issue of "Film Culture," a consumer magazine, will appear on the newsstands Dec. 1. This issue will contain articles by Orson Welles, Erich von Stroheim and Hans Richter. "Film Culture" will publish articles by film celebrities, illustrated by stills made on production sets.

WALTER HAAS

Disney Maps Slate Of 6 in 18 Mos.

A program of four features, one True-Life production, another the first in the People and Place series, and possibly a re-release is envisioned for Walt Disney Productions for the next 18 months, it was disclosed here yesterday by Charles Levy, advertising and publicity director.

The four features, which includes the current release of "Vanishing Prairie," will be "20,000 Leagues Under the Sea," to go into national release Christmas; "Lady and the Tramp," Disney's first CinemaScope cartoon feature, set for late spring or early summer; and "Littlest Outlaw," set for the latter part of the summer.

Also set for release within the 18-month period, Levy continued, are "African Lion," a True-Life production, and "Siam," first in the Peoples and Places series. All will be distributed through Buena Vista, Disney's releasing organization, Levy added.

Asks Repeal of Md. Censorship Law

BALTIMORE, Nov. 9.—If the Maryland legislature is unwilling to repeal the state's motion picture censorship law, then the decision as to the future of the law should rest with the public in the privacy of the election booth. This contention was made here tonight by Gerard M. Cahill of the Motion Picture Association of America in an address before the subcommittee of the Maryland Legislative Council.

Reviewing decisions in other states and those of the U. S. Supreme Court on the subject of censorship, Cahill stated that "the present hearing affords the Legislative Council an excellent opportunity to recommend now an effective solution to an increasingly vexing problem by calling for prompt repeal by the 1955 legislature of the archaic movie censorship law."

Loew's Int'l Meet Opens in Barcelona

Headed by Arthur M. Loew, 40 delegates from Loew's International Corp. in New York and M-G-M offices in Continental Europe are meeting in Barcelona, Spain, for the four-day M-G-M PEP European sales conference, which opens tonight. Loew, president of Loew's International, is presiding. Also attending from New York are Samuel N. Burger, the company's sales manager; Maurice Silverstein, regional director of Latin America, and Arthur Pincus, assistant director of advertising and publicity.

Opening event of the conference is tonight's cocktail party, tendered by the host nation, M-G-M of Spain. In addition to the delegates, the guests will include government officials, prominent exhibitors and the press.

Subsequent sessions will concentrate on special sales and publicity plans for the coming year's product, with particular reference to the "Perspecta Exhibitor Plan," from which the conference takes its name. Purpose of PEP is to promote M-G-M product and Perspecta stereophonic sound. For the plan, Loew's International has set up a special budget of $2,500,000 in addition to regular advertising budgets.

Leaders to Attend Fitzgerald Dinner

(Special to THE DAILY)

MILWAUKEE, Nov. 9.—Industry and civic leaders are scheduled to attend the testimonial dinner here Thursday night at the Schroeder Hotel for Harold J. Fitzgerald, retiring president of Fox Wisconsin Amusement Corp.

Among the out-of-town guests will be Nate J. Blumberg, chairman of the board of Universal-International; George C. Hoover, international chief barker of the Variety Clubs, and Sigmund Goldberg, president of Wisconsin Allied.

Aid for Brotherhood Week

(Continued from page 1)

Emanuel Frisch, chairman of this year's campaign, in addition to launching plans for the next one.

Harris, one of the founders and former international chief barker of Variety Clubs, said that among those who had agreed to assist him in conducting the 1955 drive are Marc Wolfe, R. J. O'Donnell, Jack Beresin, George Hoover, George Eby, Sol A. Schwartz, Frisch and J. Robert Rubin. The latter is head of the amusements' division for the campaign and presided at yesterday's luncheon.

Lauds Americanism

Harris invited everyone who attended the luncheon to contribute $1,000 "to get us off to a good start." He referred both to the organization and the work of Variety Clubs International as examples of tolerance and freedom from prejudice.

Reporting on this year's campaign, Frisch commended the trade press on "the finest cooperation accorded in any campaign."

He also commended Max E. Youngstein, United Artists vice-president, and publicity director for the campaign, on literature that was produced for the drive, and acknowledged the help of individuals such as Schwartz, Harry Brandt, Mort Sunshine and others. He predicted that with the wholehearted assistance which he believes exhibitors throughout the country who are identified with Variety Clubs International will give Harris, a new campaign record will be set next year.

Plaque Presented

Schwartz, chairman of the 1953 campaign, presented Frisch with a Conference plaque. In doing so, Schwartz told those present the results of every campaign are up to them, not to the drive chairman. "The amount of cooperation you give and enthusiasm you show," he said, "can determine the success or failure of these campaigns. If each one did just a little bit more it would be so easy to achieve unprecedented results."

Dr. Miller Richard of Oneonta College described the work being done in colleges and universities with Conference funds in the area of group relations, and special training units set up in communities for police.

Cinerama

(Continued from page 1)

ing the first anniversary of the Washington showing of "This Is Cinerama," which is the first film to run a year here.

Rosen noted the success of "This Is Cinerama" at cities around the U. S., and also at the recent Damascus International Fair, where it was displayed by the State Department with enthusiastic native reaction. "The State Department wants to show Cinerama in Bangkok," he added, "feeling it will accomplish the same results there for the free world as it did in Damascus." He also noted that Cinerama will open in Montreal, Buffalo and Miami shortly after Christmas.

Lowell Thomas a Speaker

Lowell Thomas, president of Cinerama Production Corp., discussed briefly plans for the third Cinerama production, "Seven Wonders of the World." He said Cinerama is working on a scheme for permitting the audience to select the outstanding seven wonders from clips brought back by two film crews now touring the world to film dozens of outstanding sights.

Seated at the head table at the ad club luncheon were diplomatic representatives of India, Pakistan, Thailand, Burma and Indonesia.

The District of Columbia commissioners proclaimed the day "Cinerama Day" in Washington, and special citations were presented the film at the luncheon from the Legion of Decency, the district department of the American Legion and the Washington board of trade. The citations were accepted by W. Stewart McDonald, vice-president and treasurer of Stanley Warner; Lester B. Isaac, national director of exhibition for Cinerama theatres, and Rosen.

Boston Turns Out for 'New Faces' Affair

BOSTON, Nov. 9.—More than 300 industry persons turned out for the "New Faces in New Positions" testimonial luncheon held today at the Hotel Bradford, honoring 10 exchange personnel who have been promoted or transferred this past year.

Benn Rosenwald, M-G-M resident manager was the general chairman who introduced Arthur Lockwood, toastmaster.

Those honored were John Moore and Jack Brown, Paramount; James Connolly and John Feloney, 20th-Fox; Judson Parker, Republic; Herbert Schaefer, Buena Vista; Francis Dervin, RKO; Joseph Gins, Universal; Ralph Iannuzzi, Warners', and Bill Madden, MGM.

Set 'Treasure Hunt' For 'Long John'

A treasure hunt on behalf of DCA's "Long John Silver" in a tie-in with Macy's has been arranged by Edith Prigozy of Albert Margolies & Co. and Joseph Liebman of the department store.

The promotion will be launched after the Christmas holidays and it involves a visit by patrons to a theatre in the Greater New York area and a visit to three designated merchandise areas in Macy's New York store. The list of prizes will have a value of approximately $50,000.

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97% ★

★ Did that catch your eye — we thought it would — but let's be honest... no anamorphic attachment can transmit 97% of the available light—BUT....

—the HILUX VAL *Can* and *Does* transmit 97% of all the light that can possibly be transmitted by the very finest, most efficient anamorphic attachment.

What are you getting for your 3%? . . . the best darn investment you ever made!

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All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 92 NEW YORK, U. S. A., FRIDAY, NOVEMBER 12, 1954 TEN CENTS

On National Basis

To Negotiate New Exchange Employee Pact

Present Contracts End Later This Month

Film company representatives will sit down with officials of the IATSE, possibly with international IA president Richard Walsh, shortly to negotiate a new exchange employee contract on a nation-wide basis covering 39 branch offices coast-to-coast, a representative of the Motion Picture Home Office Employee Union, Local H-63, IATSE, stated here yesterday.

The demands of the new contract, which is scheduled to commence Dec. 1, were not revealed by the H-63 business agent. The contract in force now and expiring at the end of this month was negotiated on an individual office basis.

However, it was learned that the

(*Continued on page 7*)

Would Continue Md. Censorship Law on A Restricted Basis

Special to THE DAILY

BALTIMORE, Nov. 11. — At a special meeting of a Legislative Council subcommittee, it was urged that motion picture censorship be continued in Maryland, but on a restricted basis. Under the proposed changes in censor laws, which are the only major ones since 1922, censors could cut or ban films that are obscene, intended to debase or corrupt morals, or intended to incite to crime.

In line with recent Supreme Court

(*Continued on page 7*)

Cinerama Bank Loan To Pay Debentures

Cinerama Productions has completed arrangements for a $200,000 bank loan to pay off the remaining $400,000 of its Series "A" debenture bonds which are due on Dec. 1, Wall Street sources revealed here yesterday.

The loan, it was learned, has been guaranteed by Louis B. Mayer, board chairman, whose stockholdings give him an approximate one-quarter interest in the company.

A settlement has also been reached

(*Continued on page 6*)

Postpone Milestone Dinner on Coast

HOLLYWOOD, Nov. 11. — Arthur Freed, president of the Screen Producers Guild, announced last night the indefinite postponement of the organization's "Milestone Dinner," originally scheduled for Nov. 21, due to the inability of Nicholas Schenck to attend.

The fourth annual dinner was to have been in honor of Nicholas and Joseph Schenck who were to be the recipients of the Milestone Award.

IFE to Handle Foreign Films

By ARGEO SANTUCCI

ROME, Nov. 11.—In addition to the co-productions it will make with French producers, Italian Films Export also will handle wholly French-produced features for release, Eitel Monaco, president of ANICA, told the official news agency ANSA yesterday.

Monaco also referred to the recently negotiated new two-year agreement between ANICA and the Motion Picture Export Association of America, saying that the American companies which are parties to the agreement are obliged to spend in Italy not less than 40 per cent of their "frozen" accounts, or a minimum of $6,000,000, either for production in Italy or for Italian pictures for release here and abroad.

Monaco said that the "frozen" American revenue must be deposited with certain Italian banks which will

(*Continued on page 6*)

Name Nat'l Bank of Boston

TOA FILM FINANCE PLAN ADVANCES

Pinanski Sees Meeting of Trustees Here Within Week; Papers Now Being Drawn Up

By MURRAY HOROWITZ

The National Bank of Boston has been appointed to act as depository for the projected film financing company sponsored by Theatre Owners of America, it was disclosed here yesterday by Sam Pinanski, chairman of the trustees of the organization.

Sam Pinanski

Pinanski, here to attend the forthcoming meeting of the executive committee of the Council of Motion Picture Organizations, told of the bank designation in his outline of the work already done and envisioned for the film finance company.

Another step currently feing taken, Pinanski continued, is the drawing up of incorporation papers by B. A.

(*Continued on page 6*)

Rights to Delrama Dutch Lens to NTS

National Theatre Supply has acquired American distribution rights to the anamorphic attachment manufactured by N. V. Optische Industrie ("De Oud Delft") of Delft, Holland. Trade-named "Delrama," this attachment is distinguished by reflection rather than transmission of light as in prismatic and cylindrical lens systems.

The "Delrama" attachment employs quartz glass reflectors in a fixed system at the CinemaScope squeeze ratio of two-to-one.

Merian Cooper V-P Of Whitney Pictures

HOLLYWOOD, Nov. 11.—Cornelius Vanderbilt Whitney, president, has announced the election of Merian C. Cooper to the vice-presidency in charge of production of newly formed C. V. Whitney Pictures Co. Cooper, who will continue as president of

(*Continued on page 6*)

Predict Elimination Of South African Wide Screen Ban

By Staff Correspondent

CAPETOWN, S. A., Nov. 11.—Although no official government ruling has been made yet, well informed sources expect the ban on importation of wide screen and other new technical equipment will be lifted on Dec. 15 as a result of the recent public hearings conducted in Pretoria by the

(*Continued on page 6*)

AA Declares 1st Common Dividend

HOLLYWOOD, Nov. 11.—Declaration of Allied Artists' first common stock cash dividend, 10 cents per share, was announced here yesterday by president Steve Broidy at the company's annual stockholders' meeting. In addition, the board voted a quarterly dividend of 13¾ cents per share on AA's 5½ per cent cumulative convertible preferred stock. The common dividend is payable Jan. 3 to stockholders

(*Continued on page 7*)

Far West Views

Exhibitors Hold Federal Regulation 'Last Resort'

Varying opinions as to Allied States' proposal for Federal regulation were encountered in the West and Far West among independent and circuit exhibitors, with a majority opposing the idea. A number of California and Oregon exhibitors interviewed by Motion Picture Daily correspondents are certain that many of the industry problems can be arbitrated and that government regulation is something to be shunned.

Typical of the comments obtained are the following:

L. S. Hamm, president, North California Theatre Association, and president, Westside Theatres, Inc.,

(*Continued on page 7*)

Litvak to Make 3 For United Artists

Anatole Litvak will produce and direct three independently-made motion pictures for United Artists release under an agreement announced by Arthur B. Krim, president of the releasing company.

The three films Litvak will make

(*Continued on page 6*)

Personal Mention

MILTON R. RACKMIL, president of Universal Pictures, will leave New York tonight for Hollywood.

•

LEE RENO, secretary to THOMAS GERETY, of the M-G-M home office publicity department, will be married on Thanksgiving Day to JOSEPH VERGARA.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, BERNARD LEVY, have arrived in Des Moines from New York.

•

NORMAN KATZ, Associated Artists sales manager in charge of foreign distribution, left here yesterday for Havana, San Juan and Mexico City.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, will leave New York Sunday for Indianapolis and Chicago.

•

ARTHUR M. ROSEN, assistant to NAT LAPKIN, Cinerama vice-president, arrived in New York yesterday from the Coast.

•

HERB STEINBERG, Paramount national exploitation manager, has returned to New York from Detroit.

•

BOB HOPE is scheduled to arrive here today from London via B.O.A.C. Monarch.

•

EARL REVOIR, Allied Artists assistant treasurer, has arrived in Hollywood from New York.

•

WILLIAM RICHARDSON, president of Astor Pictures, Atlanta, has returned there from Florida.

•

ROBERT ROSSEN, producer, will arrive in New York by plane on Monday from England.

•

LILLIAN LANG, fashion promotion director of "Photoplay," is in Hollywood from New York.

•

OTTO LANG, producer, will arrive here from London today by B.O.A.C.

Howco-Pathe Deal

HOLLYWOOD, Nov. 11.—James S. Burkett, West Coast sales manager of Pathe Laboratories, announced today a deal has been concluded with Howco Productions for processing of its forthcoming feature, "Kentucky Rifle," on which shooting has started. The picture is to be produced and directed by Carl K. Hittleman and will be in Eastmancolor by Pathe.

Madeleine White Marries

Madeleine White, former secretary of Monogram Pictures and later Eastern publicity representative, was married here recently to James Reed, Eastern automotive representative of B. F. Goodrich Co. The couple will reside in Pleasantville, N. J.

Albany Theatres to Close for 'Air Raid'

ALBANY, Nov. 11. — Downtown Albany theatres will cooperate by closing from 3:30 to 5:30 P.M. tomorrow, in a mass "go home" evacuation of the business district, arranged by Albany County Civil Defense director Alfred H. Jacobson and Mayor Erastus Corning. It is said to be the first test of its kind held in the United States, one of the ideas being to test the practicality of the "go home" setup, rather than the current "take to the hills" civil defense concept. Air raid sirens will be the signal to start home for an estimated 65,000 persons living n the area.

Charles A Smakwitz, Stanley Warner zone manager, and William With, manager of Fabian's Palace, were among the business leaders summoned to a meeting at which the plan was announced. Theatres will be permitted to keep their staffs on hand for the reopening hour, but most of the stores and offices will call it quits for the day. Newspapers and radio stations are excluded from the closing order.

Will Appeal from Shea Estate Order

Notice of appeal from the order signed by Bronx Surrogate Christopher McGrath in the Shea Estate litigation has been filed, according to Gerald J. Shea, president and general manager of Shea Enterprises.

The order awarded commissions, counsel fees and payment of other costs to Edward C. Raftery, attorney, and Edmund C. Grainger, former general manager of the Shea circuit.

Rites for Frank Pope

HOLLYWOOD, Nov. 11.—Private funeral services will be held here tomorrow for Frank T. Pope, 83, who died following a series of heart attacks. Pope for many years was editor of "Hollywood Reporter." Before coming West, he was on the editorial staffs of Boston and New York newspapers.

Sees From 6 to 8 Para. VV Shorts

A VistaVision short subjects program yielding from six to eight pictures a year at the outset was announced here by Oscar A. Morgan, Paramount short subjects sales head.

Paramount's first VistaVision short, "VistaVision Visits Norway," currently is being readied for general release, he added, thus enabling theatres booking "White Christmas" to present their first "all VistaVision" program.

The VistaVision subjects, Morgan explained, will be in addition to the regular one-reel Technicolor cartoons and black-and-white subjects the company has been turning out in the 1.66 to 1 aspect ratio. During the 1954-55 short subjects year which began Oct. 1, Paramount will release 60 such one-reelers, according to an earlier announcement by Morgan.

Stereo Sound for MPAA Theatre

WASHINGTON, Nov. 11. — The Motion Picture Association's select theatre here, the Academia, is in the process of installing stereophonic sound and other new-process projection and sound equipment, according to MPAA vice-president Kenneth Clark.

The theatre recently installed CinemaScope projection equipment but was still using optical sound track. When the new equipment is installed, Clark Said, the Academia will be converted to show practically every type of new film process.

"We'll be able to show any film any member company makes," he declared. "The only two processes we won't be able to show are Cinerama and Todd-AO, and they're not MPAA members."

'Contessa' Takes $12,000

HOLLYWOOD, Nov. 11.—United Artists' "The Barefoot Contessa" established a record at the Fine Arts Theatre here by grossing an estimated first week gross of $12,000, according to Fox West Coast Theatres officials.

Jack Cohn Heading Home-Office Group To Col. Meeting

Jack Cohn, vice-president of Columbia Pictures, will head the home office delegation to the company's sales meeting in Chicago, which gets underway Monday at the Blackstone Hotel. Presiding at the five-day session will be A. Montague, general sales manager.

In addition to Cohn and Montague, the following will attend from the home office: Rube Jackter, Paul N. Lazarus, Jr., Louis Astor, George Josephs, Maurice Grad, Vincent Borrelli, H. C. Kaufman, Joseph Freiberg, Howard LeSieur, Milton Goodman, Daniel Rothenberg, Seth Raisler, William Brennan, Al Schwartz, Sydney Singerman, George Berman and Nat Goldblatt.

They will be joined in Chicago by the company's seven division managers and the managers of its domestic branches, as well as the key sales executives from Columbia's Canadian division.

Murphy Speaker at Carolina Meeting

CHARLOTTE, Nov. 11. — George Murphy will be honor guest at the annual convention banquet of the Theatre Owners of North and South Carolina here on Monday.

Dick Pitts, public relations director of Theatre Owners of America, will be toastmaster for the banquet.

Herbert Barnett, president of the Society of Motion Picture and Television Engineers, will conduct the theatre owners' technical symposium at the Nov. 16 session.

Hy Daab Is Press Head for Makelim

HOLLYWOOD, Nov. 11. — Hy Daab, veteran industry advertising-publicity executive, has been appointed public relations director for all Hal Makelim enterprises.

Daab formerly was advertising-publicity director for RKO Pictures, Columbia and David Selznick. He will assume charge of a global press campaign for the Makelim Plan, already widely backed by American exhibitors.

Makelim to Speak

CHARLOTTE, Nov. 11.—Hal R. Makelim, independent producer, will address the annual convention of the Theatre Owners of North and South Carolina here on Monday.

Industry Leaders Chosen For Pioneers Dinner Dais

Top industry officials will be represented on the dais at the 16th annual showmanship dinner of the Motion Picture Pioneers, honoring Si Fabian as "Pioneer of the Year," next Wednesday at the Sheraton Astor Hotel here.

The roster will include Jack Alicoate, David G. Baird, Barney Balaban, Rabbi B. Birstein, Harry Brandt, Jack Cohn, Sam Dembow, Jr., Ned Depinet, Gus Eyssell, Si Fabian, Charles Feldman, Frank Folsom, William J. German, Leonard H. Goldenson, James R. Grainger, Abel Green, William J. Heineman and Eric Johnston.

Also, Al Lichtman, John J. O'Connor, Robert J. O'Donnell, Ferdinand Pecora, Samuel Pinanski, Martin Quigley, Charles Reagan, E. V. Richards, Jr., Sam Rinzler, Herman Robbins, William F. Rodgers, Samuel Rosen, Alfred W. Schwalberg, Ben Shlyen, Gradwell Sears, Serge Semenenko, Spyros P. Skouras, Wilbur Snaper, A. N. Spanel, Joseph R. Vogel, Albert Warner and Adolph Zukor.

Entertainment will replace the oratory with top celebrities from stage, screen, opera and television scheduled to appear. Latest additions to the roster of stars are John Daly, Sherry Britton, Dorothy Sarnoff, the Deep River Boys, Dore Brooks and Bill Hayes. They join George Murphy, Van Johnson, Licia Albanese and Lowell Thomas in the presentation of "The Si Fabian Story."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
Color by Technicolor - A Paramount Picture
and SPECTACULAR STAGE PRESENTATION

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News Roundup

Brunk to Buena Vista

Sam Brunk, chief barker of Variety Tent 22, in Oklahoma City, who terminated a 30-year association with Paramount Pictures several months ago, has been named territorial representative for Buena Vista Distributing Co., distributor of Walt Disney films. Brunk was with United Film until joining Buena Vista.

■

Altec Distributing Booklet

Altec Service Corp. is distributing to theatres, both regular and drive-in, a new booklet titled "The Altec Service Man," describing the work done by the organization as a whole and by its service personnel as individuals.

■

Kirk Douglas Records Song

Disc Jockeys of the nation soon will be receiving a Decca recording by Kirk Douglas singing the sea chantey, "A Whale of a Tale," from the Walt Disney production of "20,000 Leagues Under the Sea."

■

Wide-Screen Spurt in Mexico

Oscar Brooks, of Mier y Brooks, producers and distributors of Mexico City, has predicted that at least 200 theatres throughout that nation will be wide-screened by 1955 and that Mexican production in the medium will start at that time.

■

To Benefit Polio Fight

All proceeds from the Nov. 17 Command Performance premiere of 20th Century-Fox's CinemaScope drama, "Desiree," at the Roxy Theatre here will go to aid the fight against polio, it was announced by the company.

■

WOMPI in Seal Drive

The New Orleans' chapter of the Women of the Motion Picture Industry will sponsor this year's tuberculosis Christmas seal trailers.

■

Nielsen in New York

Egon C. Nielsen has returned to New York from Denmark, where he produced "Edge of Tomorrow," starring Jackie Coogan, to arrange for the distribution of the feature.

Tie 'Chalice' Bow to Christmas Seals

HOLLYWOOD, Nov. 11. — The city or town that sells the most Christmas Seals in proportion to population during the first three days of its local drive will be given the world premiere of Warner Brothers' "The Silver Chalice," complete with stars and fanfare. The tentative date for the premiere is Dec. 17, the studio anounced.

Reviews

"Track of the Cat"

(Wayne-Fellows-Warner Bros.)

(CinemaScope) *Hollywood, Nov. 11*

EXPERT production, direction and performance are exploitably superlative values that set sharply apart from other fundamentally grim stories this skillful filming, in CinemaScope and WarnerColor, of a novel by Walter Van Tilburg (the "Ox-Bow Incident" man) dealing with life and death in the snow-swept mountains of Northern California in the 1890's. Although none of the grimness is dispelled by the presence of professional artistry beyond common—may, in fact, be intensified by it—the sombreness is made tolerable, the suspense reasonable, and the story-line more momentous than it might have been in less gifted hands. Critics can be depended on to give the picture a hearty send-off, and if its first audiences like it well enough to tell their friends about it, which certainly seems likely, the box office score should be big.

The picture is tabbed a William A. Wellman production and there is much in it that reflects the Wellman talent—striking character portrayals, dramatic changes of pace, easy command of vast materials—for marshalling his effects from crisis to crisis as the narrative builds toward its climax. (Difficult to exploit in box office terms, but not to be overlooked by exhibitors interested in the techniques of the motion picture, is an extraordinary use of the color process in making a primarily black-and-white picture; don't try to figure out what that means, but watch for it.)

The screenplay by A. I. Besserides opens in the ranch home of a family of six in Northern California in winter. The title derives directly from a mountain lion which three of the sons, in turn, seek to track in the snow, the first two sons meeting death in the undertaking and the third succeeding in killing the animal. But the more substantial story concerns the six members of the family—father, mother, daughter, three sons, plus a girl guest and an aged Indian. These are the eight excellent players who make up the cast, and none of the characters they portray can be said to be 100 per cent black or white.

Robert Mitchum plays strongly the forceful brother who dominates the family and has won the ranch land the family controls. Teresa Wright portrays his spinster sister who has missed her romantic chance.

Diana Lynn plays with quiet authority a neighbor girl in love with the youngest son. Tab Hunter, who dies early in the story, dominates attention through the long period of his preparation for burial and his crude interment in frozen ground. William Hopper is successfully cast as the youngest brother, who survives a variety of dominations to share the ending with Miss Lynn.

Beulah Bondi is tremendously effective as the avaricious, domineering mother whose family obeys her through fear. Philip Tonge's portrayal of a spirit-broken father whose only solace and joy is whisky is a work of art. Carl Sweitzer is usefully sinister in the role of a century-old Indian whose relationship to the self-centered family is never made quite clear.

Robert Fellows, John Wayne's partner in Wayne-Fellows Productions, here adds another to his lengthening list of professional achievements.

Running time 102 minutes. Adult audience classification. Release date, November 27.

WILLIAM R. WEAVER

"Crest of the Wave"

(M-G-M) *Hollywood, Nov. 11*

HERE is a truly commendable effort in drafting entertainment with a realistic concern for better Anglo-American relationships. The film was produced and directed in England by John and Roy Boulting, with the good fortune of a name like Gene Kelly as marquee insurance for the grosses.

Although Kelly delivers a first-rate dramatic performance in an unusual role, as a scientist in the U. S. Navy, most of the credit for the success of the film can be attributed to the characterized reaction by a small, but well-cast group of British Navy men, to three American sailors in their midst on special assignment. Names like Sidney James, Patric Doonan, Bernard Lee, Fredd Wayne and John Justin may not mean anything in your advertising campaign, but they're worth a jotting to remember when the salesman comes around again with another British import.

Jeff Richards, as one of Kelly's mates, last seen in "Seven Brides for Seven Brothers," looms as great "Stars of Tomorrow" material and should attract the teen-age set for this film.

Despite the slow-moving start of the Frank Harvey-Roy Boulting script, and the frequent "Limey" dialect, the true-life portrayal of human relationships surrounding men on a lonely little island, used by the Navy as an experimental station, will set aside such disturbing elements.

The action of the story, taken from Hugh Hastings' play, "Seagulls over Sorrento," is centered on a small fortress isle off the shores of Scotland, where Kelly's knowledge of DPT explosives is enlisted by the British Navy to complete torpedo test experiments that claimed the life of their top man. He succeeds in his mission only after two more men are lost in the trials and he wins a plea to the British naval authorities to rescind an order cancelling further experiments.

The musical score by Miklos Rozsa and the sharp camera work by Gilbert Taylor, B.S.C., are potent factors in raising impressively the simple production values.

Running time, 90 minutes. General audience classification. Release in December.

SAMUEL D. BERNS

People

Jane Froman, singer, will act as hostess at a special screening of 20th Century-Fox's CinemaScope production of "Desiree" for leading disc jockeys and music publishing executives on Monday evening at the film company's home office screening room.

¤

Ernest Cragin was reelected chief barker of the Las Vegas Variety Club Tent No. 39 in a general election last week at the Last Frontier Hotel. Other officers elected were **Fred Soly**, 1st assistant barker, **Eugene Murphy**, 2nd assistant barker, **Robert Cannon**, dough guy, and **Harry White**, property master. **Jake Kozloff** continues as the international canvasman.

¤

Mrs. M. Henry Dawson, member of the public relations staff of the Motion Picture Producers Association and director of the National Children's Film Library, will be the principal speaker at an American Education Week program of the City Club in Albany today.

¤

Harry Weiss, Paramount publicity representative covering the Cleveland and Detroit exchange areas, has resigned and is being succeeded by **Leonard Gray**, formerly with the Wolfberg circuit in Denver.

¤

Irving Hillman, manager of the Sherman Theatre, New Haven, has been named winner of the September phase of the Stanley Warner Theatres' "Fabian's Fabulous Forty" promotion campaign.

¤

Joe Podoloff, Minneapolis independent exhibitor, and **John Branton**, of Minnesota Amusement Co., have been elected delegates from Tent 12, Variety Club of the Northwest, to the 1955 national convention in Los Angeles.

¤

Sal Adorno, Sr., general manager of M. & D. Theatres, Middletown, Conn., a veteran of 50 years in the entertainment field, was honored by Forest City Knights of Columbus when a class of 30 candidates was inducted into the Forest City Council.

Now It's Pickles As a Concession

PONCA CITY, Okla., Nov. 11.—Pickles have become a popular concessions item at three theatres here. The theatres keep a gallon jar or two filled on lobby counters, along with popcorn, candy, etc. The houses sell about 100 gallons of pickles a month, it is reported. Theatre pickles are not sold as an "extra item." They are listed as an "asked for item."

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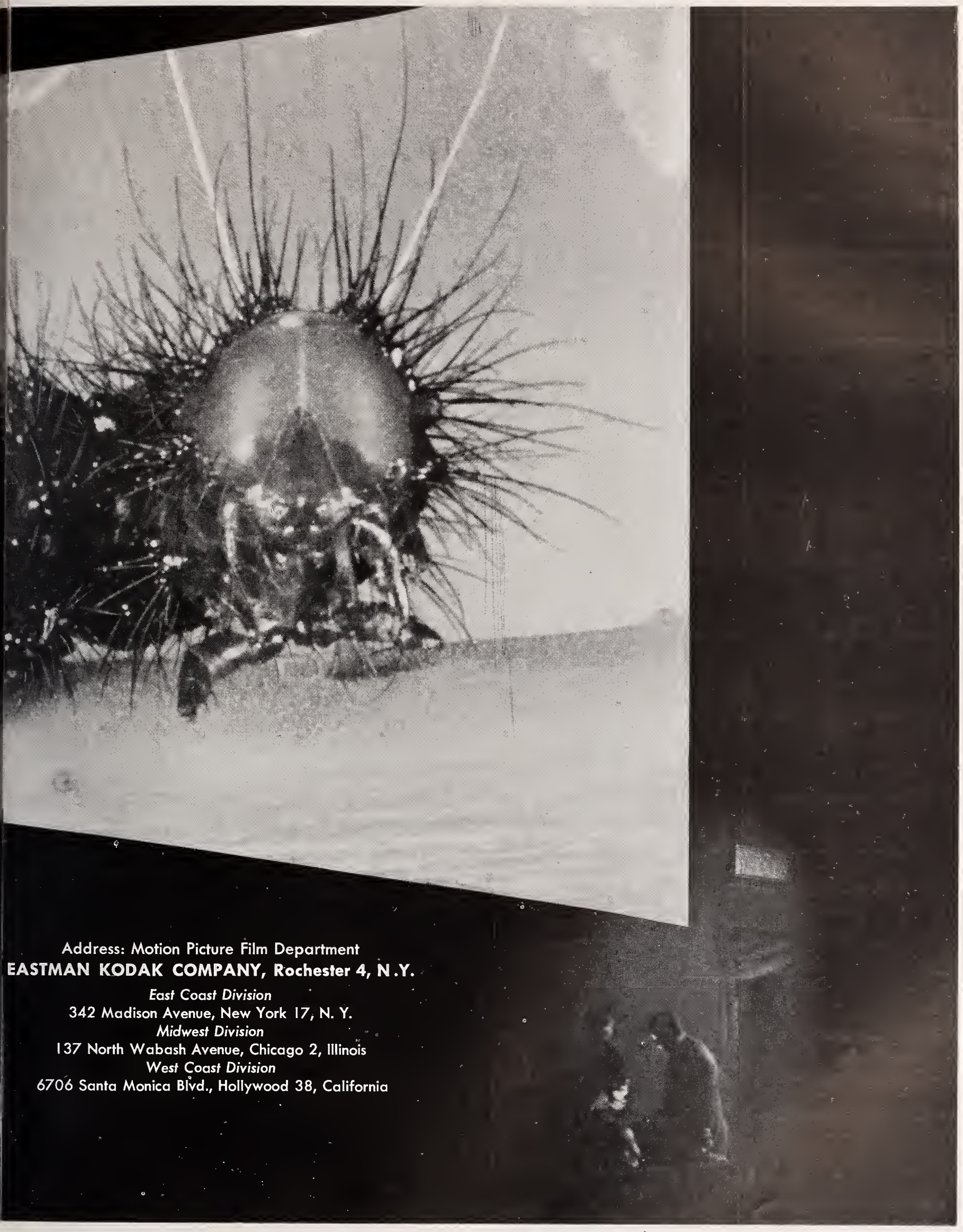

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Midwest Division
137 North Wabash Avenue, Chicago 2, Illinois
West Coast Division
6706 Santa Monica Blvd., Hollywood 38, California

IFE to Handle

(Continued from page 1)

grant an additional credit of $16,000,000 annually to the home industry.

Monaco disclosed that the American industry loan to I.F.E. in the early years of the agreement amounted to $4,500,000, and said it had been settled on a basis very favorable to Italy. He said European countries are pushing the co-production system strongly now, inasmuch as it has proved a means of making costly productions possible and assuring a foreign market for them. He warned the Italian government, however, that if currently proposed legislation is not held in abeyance, all international co-production agreements of Italian nationals will be void.

Cinerama Loan

(Continued from page 1)

between the board of directors of Cinerama Productions and Mayer regarding the latter's five-year contract which called for a salary of $1,000 per week. An official of the company, quoted by The Wall Street Journal, said that Mayer had never received any money from Cinerama Productions in his capacity as board chairman under the contract which started on Nov. 1, 1952, but merely allowed it to accrue.

The settlement of the Mayer contract, he said, was merely an effort to reduce the liabilities of Cinerama Productions. He explained that the company was short of cash to meet its bonded indebtedness on Dec. 1 as expected profits from Stanley Warner Corp., which controls the film exhibition and production rights, had not materialized. Mayer has agreed not to accept any of his accrued salary until all of the company's debts are paid off, it was said.

The Series "A" bonds currently total $400,000 of an original total of $600,000. Series "B" and "C" debentures are due in July, 1955, and have been brought down to $350,000 from an original loan of $386,000, the company official said.

To Fly Cinerama To Bangkok Fair

As a result of the reported success of "This Is Cinerama" at the Damascus International Trade Fair this past summer, the United States Information Agency is flying the film and equipment to Bangkok, where it will be shown at the international fair opening there on Dec. 7, it was announced yesterday at an Overseas Press Club luncheon by Theodore Streibert, director of the U.S.I.A.

"We expect to duplicate our success in Damascus in Bangkok," he told press club members in a discussion of the operations of the State Department's information agency. "The United States had a pitiful showing there last year. Now, it's rumored that the Russians have learned of our plan and may not exhibit in Bangkok."

Cinerama, Streibert emphasized, is not propaganda. "It is dramatic, to be sure. But it is factual," he said.

Elaborating on Cinerama as a vivid portrayal of America, Streibert noted that for the Damascus Fair, the Communists had put on an elaborate exhibition. Their building alone cost them $450,000 and the exhibits were on a similar scale. The United States Information Agency's budgetary limitations could not hope to compete with a similar exhibition. The Agency decided that Cinerama could interest fair visitors. "We scored a triumph," he said.

Reviews

"The Fast and the Furious"

(Palo Alto-American Releasing Corp.) *Hollywood, Nov. 11*

SPORTS-CAR enthusiasts may get more satisfaction than other people out of this Palo Alto production, the first of four films which are to be distributed by the newly formed American Releasing Corp. in the next 12 months. Exploitation angles pointed toward that segment of the public might yield good results. "The Fast and the Furious" stars John Ireland and Dorothy Malone. Producer Roger Corman, along with co-directors Edwards, Sampson and Ireland, and screen-playwrights Jerome Odlum and Jean Howell, using a story by Corman, kept their narrative straight, simple and uncomplicated from flag-fall to finish.

The story boils down to a protracted chase, not different from many others, save in that the fleeing parties do their fleeing in a Jaguar and the pursuing constabulary on motorcycles or in police cars, an arrangement that makes for speed of movement on the screen if not in the story.

The film opens with Miss Malone, wealthy sports car driver, pulling up to a highway cafe where she encounters, unknowingly, a fugitive truck driver, portrayed by Ireland, accused of committing a murder by shouldering another trucker off the road and causing his death. The fugitive forces her at gun point to accompany him in her car to Mexico, and the remainder of the production chronicles their flight, in the course of which, of course, they fall in love and he is persuaded to go back and face trial.

Running time, 74 minutes. General audience classification. Release, in November.

W.R.W.

"Cannibal Attack"

(Katzman-Columbia)

JOHNNY WEISSMULLER stars once again as the intrepid hero who overcomes all adversaries, human or animal, in producer Sam Katzman's latest film about the jungles for Columbia Pictures' "Cannibal Attack." The newest in the series is a standard mixture of studio action and jungle stock shots. Weissmuller's supporting cast is unknown save for the smattering of humor which is interjected into the Carroll Young screenplay by Kimba, the always present chimpanzee. This film was directed by Lee Sholem.

The adversaries and foes of Weissmuller here are crocodiles and savages who are led by a half-caste jungle girl, the ward of a cobalt mine owner, who has been persuaded to smuggle the mineral to a foreign government. Weissmuller is called in to determine the source of a number of thefts of cobalt and after some bursts of violence, he succeeds.

The cloaking of identities, the shifting of suspicion from one villain to another, confuses the hero and also the audience. Despite its brief running time, the film tends to be repetitious and slow-moving. However, dyed-in-the-wool action fans should be compensated by the innumerable clashes between man and beast and man and man.

Running time, 69 minutes. General audience classification. Release, in November.

Litvak

(Continued from page 1)

are untitled but the first, an adventure story of the Far East to be filmed in that locale, is already being prepared for the screen. The producer-director expects to put the first film into production in April, 1955, after he finishes making Terence Rattigan's, "The Deep Blue Sea" for 20th Century-Fox.

Will Honor Workman

MINNEAPOLIS, Nov. 11.—W. H. Workman, M-G-M branch manager here, who will retire this month, will be honored Nov. 22 by the Variety Club at a dinner to be held in the Hotel Nicollet.

South African Ban

(Continued from page 1)

South African import controller's office.

Lifting of the ban on the new anamorphic equipment is viewed as insuring an equal start with new projection techniques for the Big Three here—20th Century-Fox, M-G-M and the Schlesinger interests. The latter has a tie-up with Paramount Pictures which makes the ultimate ruling of significance to VistaVision.

Should none of the three have any competitive advantage in consequence of the ruling, the coming holiday period would see 20th-Fox's "The Robe," M-G-M's "Knights of the Round Table," and Paramount's "White Christmas" on wide screens in South Africa.

Dandridge on Tour

Dorothy Dandridge, who stars in Otto Preminger's "Carmen Jones," will embark Monday on a three-city personal appearances tour for the 20th Century-Fox release. Leaving from New York, Miss Dandridge will go to Boston, Chicago and Cleveland.

New Portland Policy

PORTLAND, Ore., Nov. 11.—Evergreen Theatres has inaugurated a new policy at the Oriental Theatre here, making it a subsequent run house with prices lowered to 60-60 cents.

TOA Film Plan

(Cantinued from page 1)

Trustman, of Nutter, McCennon & Fish, of Boston. These papers are expected to be completed shortly, with a meeting of trustees, TOA officers and other interested parties slated to be held in New York within a week, Pinanski continued.

Expansion Planned

Pinanski, stressing the enthusiasm that he and other exhibitors felt for the plan, said the projected finance company will be set up on a basis to permit it to grow to any size. "I hope it becomes a vehicle for stabilizing the industry," Pinanski added, explaining what he felt as the need for other companies to step into the product breach.

Asked how much money the TOA-sponsored organization expects to raise, Pinanski replied that no goal has been set, adding his belief that a "substantial sum" is envisioned. He emphasized that subscription to the plan is not limited to TOA members, but to all exhibitors no matter what their affiliation. It was agreed at the recent TOA convention that exhibitors should subscribe to an amount equal to at least one week's film rental.

Pinanski said he welcomed the announcement of Columbia Pictures that it has set aside a fund of $10,000,000 for financing of independent producers. He called upon other companies to take similar steps to augment their regular yearly line-up of product, commenting that such steps would do much to ease the product shortage. He also held out the possibility that the TOA-sponsored organization may, if it believes it has a good picture package, go to Columbia or another company for their financing cooperation.

Looks for Others to Join

"We have to encourage more producers to get into the business," Pinanski declared, adding that talent must be nurtured with the belief that there are additional commercial outlets for what they have to offer.

The fifth man to the organization's board of trustees, he went on, has not been named as yet. He said Trustman was selected as counsel because of his experience with establishment of the old National Exhibitors Film Finance Co.

Cooper Named V-P

(Continued from page 1)

Argosy Pictures Corp., with John Ford as board chairman, disclosed the purchase of Alan Le May's novel, "The Searchers," for big scale production under the CVWP banner. The new company has not yet chosen a release channel but is understood negotiating with three major distributors.

Whitney and Cooper, whose association in various enterprises dates from the early 1930's, were fellow officers in the Air Force during World War II. Cooper and Whitney were fellow members of the board of Pan-American World Airways and other corporations at various times.

Whitney will come West next month for discussions on the new company's production plans.

AA Joins AMPP; Finney Heads IMPPA

HOLLYWOOD, Nov. 11.—Having joined the Association of Motion Picture Producers, effective Jan. 1, Allied Artists has resigned from the Independent Motion Picture Producers Association. AA has been a member of the Motion Picture Association of America for several years, but not of the AMPP until now.

Steve Broidy, AA president, who headed the IMPPA, has resigned and, at a special meeting of the group, Edward Finney was elected president. Other IMPPA officers elected were Lindsley Parsons, John Champion and Jack Broder, vice-presidents; William F. Broidy, treasurer; John Burrows, assistant treasurer, and Vincent Fennelly, secretary.

AA Report

(*Continued from page* 1)

of record on Dec. 10. The preferred dividend is payable Dec. 15 to holders of record on Dec. 3.

Addressing the stockholders' meeting, Broidy reported a net profit of $92,697 for the first quarter, which compares with $98,990 for the same period last year. The gross income was $2,907,177 for the quarter compared with $2,781,491 in the 1953 period.

All directors were reelected by the stockholders.

Coffman Heads IA Film Editors

Frank Coffman has been elected president of Local 771, Motion Picture Film Editors, IATSE, it was announced. Others elected were: Michael Prusch, vice-president; Rosemarie H. Herman, secretary; John Oxton, treasurer; Charles Wolfe, business agent; and Fred Edwards and Edward Wyant, Jr., sergeants-at-arms.

The board of trustees consists of Frank Madden, chairman; Fred Ahrens and James Molini. The executive board is as follows: Coffman, chairman; Prusch, Herman, Oxton, Madden, Ahrens, Molini, Edwards, Wyant, Elmer McGovern and William Sofio.

Two Dividends Set By AB-PT Board

The board of directors of American Broadcasting-Paramount Theatres declared dividends of 25 cents per share on the outstanding preferred and 25 cents per share on the outstanding common stock of the corporation, payable Dec. 20 to holders of record on Nov. 26.

WB Adds 'River'

HOLLYWOOD, Nov. 11.—"The River Changes," filmed on actual location, has been placed on the Warner Brothers release schedule by Jack L. Warner, executive producer. The picture is now nearing completion in Western Germany under the direction of Owen Crump, who wrote the story and is also the producer.

Far West Eyes Regulation

(*Continued from page* 1)

San Francisco, said: "It is, and always has been, my opinion that fair-minded and earnest business men can carry on their own business better than any government office or department can conduct it for them. With this opinion firmly established, I can only say that I am not in favor, in principle, of the proposed legislation.

"However, our industry has arrived at a point where I cannot say that the selling and distribution of pictures is being carried on by fair-minded men, serious in any purpose except their own aggrandizement and that of their companies. It is obvious that unless they themselves will modify their present arrogant and greedy policies, steps must be taken to force them to do so."

Ray Grombacher, Esquire Theatre, Portland, Ore.: "Having been in the industry in both Oregon and Washington for the past 40 years, it is my belief that the actions of the various film exchanges in charging exorbitant prices for films, and also percentages, is the worst I've ever encountered. There is absolutely no sense in their actions. We have appealed to the exchanges in vain. Other economies in operation of our theatres, mean nothing when distributors arbitrarily insist on such high rentals.

"We are heartily in accord with the Myer's bill, but hope it will be put in Congress only as a last resort."

Walter Tebbets, Laurelhurst Theatre, Portland, Ore.: "We have noted with alarm, the heavy increase in film rentals and that they have been drastically raised, ever since we had the consent decree which failed to help the theatre owners generally.

"This is a must for our exhibitors, that they make a concerted effort within the industry to solve this most important problem. In the Portland area, the bidding and guarantee by several theatres, from 35 to 60 per cent, are ruinous.

"We would endorse and try to have Myers' bill, but hope it will be put in only if all efforts for settlement have been exhausted within our industry."

Roy Brown, Buying and Booking Agency, Portland, Ore.: "As a buyer and booker for some 20 of the smaller Oregon theatres, we have noted the increased rentals and percentages, and they are entirely too high, and do not give the exhibitor any chance for a back-log to make up for the occasional recessions at the box office.

"However, we have been able to average up for the exhibitors, with high and low rentals, but they all would like to see some early settlement, especially one favoring the smaller exhibitor in the area."

Homer Tegtmeier, San Francisco: "I do not like Federal regulation of business at any time, but as things stand now, it may be the only way out of a bad situation unless some vitally needed readjustments are forthcoming. As the operator of four theatres and as a representative for a theatre equipment and supply firm, I know the point of view of the small exhibitor. Most of the grass-roots criticism centers around the ruinous prices of film, poor condition of prints and product shortages. Without some sort of alleviation of these conditions in the immediate future, I would say that half of the houses in California will have to close in another year."

Exchanges

(*Continued from page* 1)

international IATSE office was presently studying reports received from union locals around the U. S. citing individual conditions in the exchanges which they represent. The IA office, it is reported, is trying to consolidate the requested terms and conditions noted into an initial package which could be offered to the film company representatives in the first pact talks.

In the meantime, the H-63 representative reported that two exchange locals on the West Coast, Locals B-17 and Local F-17, in San Francisco, have filed applications with the National Labor Relations Board seeking separation from the international IATSE and affiliation with another AFL union. It is understood that the two locals had expressed dissatisfaction with national negotiations for exchange contracts, preferring to deal on an individual basis with the film companies because each exchange has its own grievances and problems which could not be fully alleviated by nationwide talks.

Last year H-63 also expressed dissatisfaction in the exchange pact negotiations and had discussed a similar move, but the union withdrew its plan after receiving closer support from the IATSE.

Meanwhile, Local H-63 has filed an application with the National Labor Relations Board for an employee election at the National Screen Service home office here. A hearing will take place on Monday.

Break a Leg and Get in Gratis

TORONTO, Nov. 11.—If you broke a leg you could get into Shea's Theatre this week for nothing to see James Stewart wearing a cast in "Rear Window." Manager Len Bishop threw out the offer of free admission to anybody wearing a leg cast—and this is the football season.

Censor Law

(*Continued from page* 1)

decisions against broad censorship power, the proposed statute would delete words "sacrilegious, indecent, inhuman and immoral" as grounds for banning pictures.

Under present laws, an exhibitor can appeal a decision of the Maryland Board of Motion Picture Censors directly to the Supreme Bench of Baltimore City.

Would Strengthen Censors

If the exhibitor wins his case, the censor board now has no right of appeal. While the recommended law would limit the grounds for censorship, it would give censors a much stronger position in cases that are taken to court.

Under the proposed legislation, the board could take an adverse decision to the Maryland Court of Appeals, and on up to the United States Supreme Court, if necessary.

Before Josephine there was Desiree...
and some say there was always Desiree!

What did this tantalizing child, not yet a woman, have to give him?

At last the international best-seller is on the screen!

Désirée

20th Century-Fox presents

color by DELUXE CINEMASCOPE

starring

MARLON BRANDO · JEAN SIMMONS · MERLE OBERON · MICHAEL RENNIE

with Cameron Mitchell · Elizabeth Sellars · Evelyn Varden · John Hoyt · From the Novel by Annemarie Selinko

Produced by JULIAN BLAUSTEIN · *Directed by* HENRY KOSTER · *Screen play by* DANIEL TARADASH

"It's a pleasure to do business with 20th!"

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 93 NEW YORK, U. S. A., MONDAY, NOVEMBER 15, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

ELMER C. RHODEN, new president of National Theatres, told reporters at a press conference on the Coast recently that the time may have arrived for exhibition to provide some of the risk capital needed for production.

His observation goes direct to the heart of the situation with which the industry finds itself confronted today.

Production learned some time ago that medium and low-budget films no longer bring people into the theatres. Exhibition knows it, too.

Therefore, studios began to concentrate on production of costlier pictures. There is a limit to the number of stories and to the amount of talent and top-grade technicians available for such productions. Thus, inevitably, the result was "fewer but bigger" pictures.

Consequently, exhibitors found themselves not only paying considerably more for film but almost constantly in short supply, as well.

•

That the producer's course, for him, at least, has been right is shown in earnings statements, box office reports and by other barometers of film marketing. Fair-minded exhibitors admit that the producer is entitled to more for his costlier and better productions. He has invested more—risked more. He is entitled to a larger reward if his pictures succeed because, if they do not, his losses, too, will be greater than ever before.

Any quick succession of failures of one studio's large-budget productions would be disastrous for such studio.

•

That a product shortage exists insofar as the average theatre is concerned is undeniable. But whether that shortage can be effectively alleviated merely by the production of an increased number of low-budget or program pictures, is debatable.

The public apparently is not interested in product in volume un-

(*Continued on page 2*)

Gulf States Allied In Bidding Protest

NEW ORLEANS, Nov. 14.—Although no official action was taken, the board of directors of Gulf States Allied at a meeting here indicated that it would make an all-out drive to eliminate situations where competitive bidding now exists. President Abe Berenson, Gulf States' delegate to the COMPO executive committee meeting in New York tomorrow, was instructed to favor another "Movietime, U.S.A." project at the COMPO conferences.

See Turndown Of TV Offer

HOLLYWOOD, Nov. 14.—Studio officials here indicated that it is extremely unlikely that the industry will undertake or underwrite a 90-minute telecast to promote 1955 films, as proposed by the National Broadcasting Co.

Inquiries among studio executives who attended last Thursday's meeting with NBC representatives, on the personal invitation of Robert J. O'Donnell, vice-president and general manager of the Texas Interstate Circuit, expressed negative reactions. Declining the use of their names, studio and publicity-advertising personnel pointed out that the same fundamental obstacles that prevented the industry from cooperating with American Broadcasting Co. on its TV proposal more than a year ago, still apply.

Several officials also mentioned that

(*Continued on page 7*)

Industry Meet Opens Today

STAR POLL TOPS COMPO'S AGENDA

50 Delegates Gather to Act on Plans to Win New Audiences, to Combat New Taxes

The projected national audience star poll will be one of the leading items on the agenda of today's meeting here of the Council of Motion Picture Organizations' executive committee and the COMPO board of directors, to be held at the Sheraton Astor Hotel.

The meeting, which is expected to be attended by 50 delegates, may last two days, if the business scheduled cannot be completed today, Robert W. Coyne, COMPO special counsel stated.

Among those attending will be COMPO's governing triumvirate, Al Lichtman, Sam Pinanski and Wilbur Snaper, in addition to Allied president Ben Marcus. E. D. Martin, newly-elected president of Theatre Owners of America, due to a prior engagement to address a TOA regional unit in Charlotte, N. C., will be unable to attend.

Plans for the audience star poll were drawn up last June at a meeting of theatre advertising and publicity representatives. Under the proposed plan, audiences in the participating theatres would vote annually between Jan. 1 and 15, inclusive, on pictures released during the previous year. They would be asked to select the best picture, the

(*Continued on page 7*)

Compo Distributing Tax Booklet as Aid To Theatre Owners

In an effort to help theatre owners combat present or threatened state and local admission taxes, COMPO is distributing nearly 10,000 copies of a new booklet it has prepared entitled "Block That Tax!" Robert W. Coyne, special counsel of COMPO, said the booklet is being sent to all members of State, Congressional and local tax committees, to the members of the recently appointed State and Regional Press Relations Committees and to all dues-paying COMPO members.

The booklet warns theatremen that new admission taxes may come from two sources—states and municipalities—and sets forth a detailed plan for combatting them at each level.

It quotes high government officials and leading members of Congress in support of the industry's claim that Federal tax relief was granted because of the financial distress of the theatres. and for other reasons, and

(*Continued on page 7*)

Brous in Rhoden's Fox-Midwest Post

KANSAS CITY, Nov. 14.—Richard P. Brous, for the past 10 years chief counsel for Fox Midwest circuit has been elected divisional president, succeeding Elmer C. Rhoden, new president of National Theatres.

Senn Lawler, with the circuit for 25 years, has been made division manager in charge of theatre operations, and Joe Redman succeeds him in charge of advertising-publicity.

Cinerama Slated for Montreal, Dec. 27

The first Cinerama theatre to be operated by the Stanley Warner Corporation outside the continental United States will be the Imperial Theatre in Montreal, it was announced by Lester B. Isaac, general manager in charge of Cinerama exhibition for Stanley Warner.

The 14th theatre in the company's

(*Continued on page 7*)

Showmen Divided on Plan For Federal Regulation

A majority of exhibitors in the South, like those in the East and Far West interviewed earlier, look without enthusiasm upon any move to invite the Federal government in to regulate the industry.

Those interviewed by MOTION PICTURE DAILY correspondents on their reactions to the Allied States plan to consider introduction of regulatory legislation in Congress if satisfactory trade practice reforms have not been introduced by next February, were, in the main, opposed to the plan, but it was not found to be without support.

A smaller segment of exhibitors favored it as a last resort and another group was of the opinion that conditions are sufficiently desperate for

(*Continued on page 10*)

Columbia Sales Meet Begins in Chicago

CHICAGO, Nov. 14. — Columbia Pictures home office executives, department heads and key sales personnel, as well as the seven division managers, branch managers, and top sales officials of the Canadian division will gather at the Blackstone

(*Continued on page 11*)

Personal Mention

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have returned to New York from Minneapolis and Des Moines.

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NAT LAPKIN, Stanley Warner vice-president in charge of production, has returned to New York from Hollywood.

•

MORT KRUSHEN, United Artists exploitation manager, will return to New York today following a tour of the Southwest and Gulf territories.

•

WILLIAM LYON and MORGAN HUDGINS, of the M-G-M studio publicity department, arrived in New York from the Coast on Friday.

•

HARRY BROWNING of New England Theatres, and ARNOLD VAN LEER of Paramount Pictures have returned to Boston from Hartford.

•

EMERY AUSTIN, M-G-M exploitation head, will leave New York by plane today for Indianapolis.

•

JUANITA ELWELL, booker for Bailey Theatres, Southern circuit, has returned to Atlanta from New York.

•

JACK SCHLOSS of the Columbia Pictures exploitation department is in Hartford today from New York.

•

ROUBEN MAMOULIAN, director, has arrived here from Hollywood

•

ELLA RAINES will leave New York by plane today for Akron.

•

BERT ORDE of "Redbook" has returned here from the West Coast.

•

SPENCER TRACY is due in New York from Europe on Thursday.

•

GEORGE SIDNEY, director, has arrived in New York from Hollywood.

Belmont vs. NT Suit Settled Out of Court

HOLLYWOOD, Nov. 14. — An $800,000 anti-trust suit in which Moises and Raqual Mareyna, owners of the Belmont Theatre here, had charged National Theatres, Fox West Coast and 20th Century-Fox damaged them in that amount when NT chose to divest itself of the Belmont, instead of other theatres, when ordered to divest one or another under the consent decree, today was settled out of court for an undisclosed amount.

Rothacker Services Held

Funeral services were held Saturday for Douglas Rothacker, 67, for more than 40 years a producer and distributor of educational and industrial films, who died Friday at his home in Great Neck, L. I. He is survived by his widow, three daughters and a son.

SAG Members' TV Work Rising, Guild Study Shows

HOLLYWOOD, Nov. 14.—Production of television films is now providing almost as many days' work for actors as production of theatrical films, and employment in both media has increased over the 1953 levels, the Screen Actors Guild members were told Friday at the organization's annual membership meeting held at the Academy Award Theatre.

A detailed breakdown showed that television films provide 46 per cent and theatrical films 54 per cent of the work done by members in the earning brackets below $7,500 annually, who compose 70 per cent of the SAG membership.

Financial Report Given

All candidates on the administration slate were elected in a mail referendum, with all present officers re-elected, according to tabulations disclosed at the meeting.

Kenneth Thomson, SAG television director, disclosed that the guild has collected and distributed to members $268,294 in television residual payments, which includes $77,965 received from Allied Artists for actors' television rights in theatrical pictures made after Aug. 1, 1948, the SAG cut-off date.

The financial report showed that operating costs exceeded operating income by $9,323, but income from other sources, including dividends and profits on SAG investments, totalled $57,906, which resulted in a net surplus of $48,583 for the year.

Members were told upcoming collective bargaining negotiations with television-film producers probably will seek substantial increases in salary minimums and possibly a new sliding scale based on the number of lines spoken.

New Building Planned

The meeting was highlighted by the announcement that the SAG is purchasing a building site on Sunset Boulevard and will erect its own two-story structure costing approximately $200,000 as guild headquarters. SAG president Walter Pidgeon said the site is corner property, 130 feet by 135, and the building will be modern in every respect with a "style of architecture that is dramatic but still conservative." Completion is expected by next October.

Stress Importance Of Lardner Case

Home office attorneys of film companies here stressed the significance of the recent court decision in the Ring Lardner, Jr., case, under which the U.S. Court of Appeals in San Francisco reversed a Los Angeles Federal Court award of $25,789 to the screen writer, one of the "Unfriendly Ten."

The money in the dispute represented the back pay from a film studio, 20th Century-Fox, that had discharged him for refusing to answer questions regarding Communist affiliations.

Attorneys here pointed out that the Lardner case represented the last piece of litigation in the courts regarding the "Unfriendly Ten," adding that the Appellate Court decision upheld the 1947 industry position.

The Appellate Court ruled that the lower court had erred in refusing to admit into evidence Lardner's conviction for contempt of Congress. The Appellate Court said such a conviction was considered legally as constituting moral turpitude and was therefore ground for dismissing Lardner, since his contract contained a good conduct clause.

'Aida' Pulls $2,475

"Aida" opened at the Little Carnegie here with a gross of $2,475, said to be the largest opening day gross in the theatre's history. The S. Hurok production is being released by the I.F.E. Releasing Corp.

Miss. House Burns

POPLARVILLE, Miss., Nov. 14.—The Sheff Theatre was almost completely destroyed here by fire.

Makelim Claims 282 New Theatre Deals

HOLLYWOOD, Nov. 14. — New Makelim plan deals with circuits and other theatre operators over a wide area were announced by Hal Makelim.

Among the chains lined up within the past 10 days is the Alliance with 53 houses operating in the Chicago territory and throughout the Pacific Northwest. This boosts to 282 the total theatres recently signed up, it was said.

All deals, Makelim disclosed, were for strict play or pay contracts, involving the entire slate of 12 Makelim-produced attractions.

In addition to Alliance, negotiations have just been closed with Cooperative Theatre Service, Pittsburgh, 86 theatres; Kayton Theatres, Franklin, Pa., Eight; Crescent Amusement Co., Nashville, 63; Skirball Bros., Cleveland, Six; Switow Enterprises, Louisville, Ky., 12; Affiliated Theatres, San Francisco, 10.

Makelim left at the weekend for Charlotte, to attend the 42nd Annual Convention of Theatre Owners of North and South Carolina. His itinerary includes stops at Atlanta, Dallas and other Southern centers, for talks with exhibitors.

Lantz Dinner Friday

HOLLYWOOD, Nov. 14. — Walt Disney, chairman of the committee in charge of the 25th anniversary testimonial for Walter Lantz, announced that the party will be held at the Universal-International studio on Friday. Others of the committee to honor Lantz are Fred Quimby, Edward Selzer, Steve Bosustow, and George Pal.

Tradewise...

(*Continued from page* 1)

less it also happens to be product of quality, product which is distinctive in itself.

With virtually every studio already assuming the limit of reasonable risk on high-budget productions, it may well be, as Rhoden suggests, the time for exhibition to provide some of the risk capital for increased production.

National Theatres is prepared to do that, if the Department of Justice approves. Exhibitors of all classifications backing Distributors Corp. of America are prepared to help do it. Theatre Owners of America is encouraging the formation of another company through which exhibition can join in providing capital for new production. There are and will be others.

It seems reasonable to speculate that had theatre divorcement not occurred, the economic pressure exerted by affiliated circuits might have brought about an increase in production, whether for the ultimate good of all studios or not. Now exhibition's economic pressure can be turned largely only upon itself.

Translated into action, that means the time has arrived for exhibition to provide more of the risk capital for production.

Orders Arbitration Of Grainger Pact

Supreme Court Justice Joseph Gavegan has ordered Shea Enterprises and Jamestown Amusement Corp. to proceed with arbitration under E. C. Grainger's claim for breach of contract as former general manager of the companies.

Grainger's services were terminated by Shea in 1951, at which time he requested arbitration. Shea countered with charges of mismanagement against Grainger and E. C. Raftery and contended that Grainger's contract was in valid. Arbitration was deferred but the court recently found that the Grainger contract was valid. However, Judge Gavegan upheld Shea's claim that the statute of limitations applied, thereby limiting Grainger's possible recovery to six years.

To Honor Miss Gamble

SAN FRANCISCO, Nov. 14.—Bettie Gamble, a member of the Universal exchange here for 25 years, will be honored on her anniversary with a sales drive from Nov. 15 to Jan. 1, to be called Bettie Gamble Shorts Drive. In addition, plans are under way for a dinner party for the end of the drive. She now is head booker at the Universal exchange.

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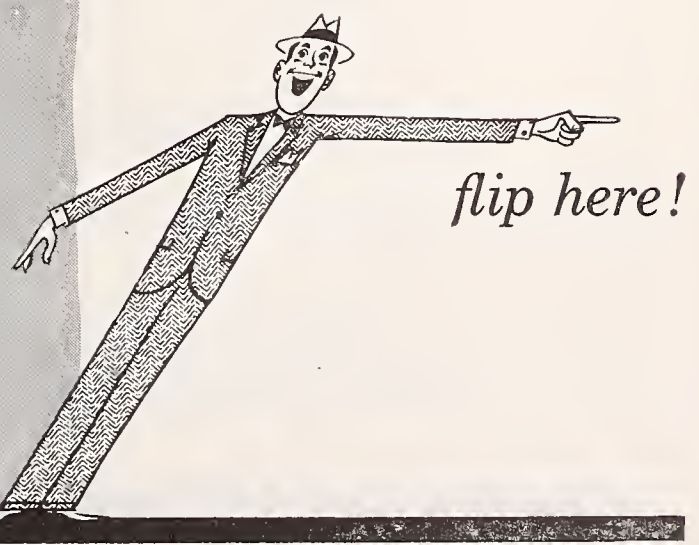
the whole nation is flipping for CARMEN



"Hottest version of 'Carmen!'
None was ever so decorative or will reach nationwide fame as quickly as sultry Dorothy Dandridge!"—*Life*

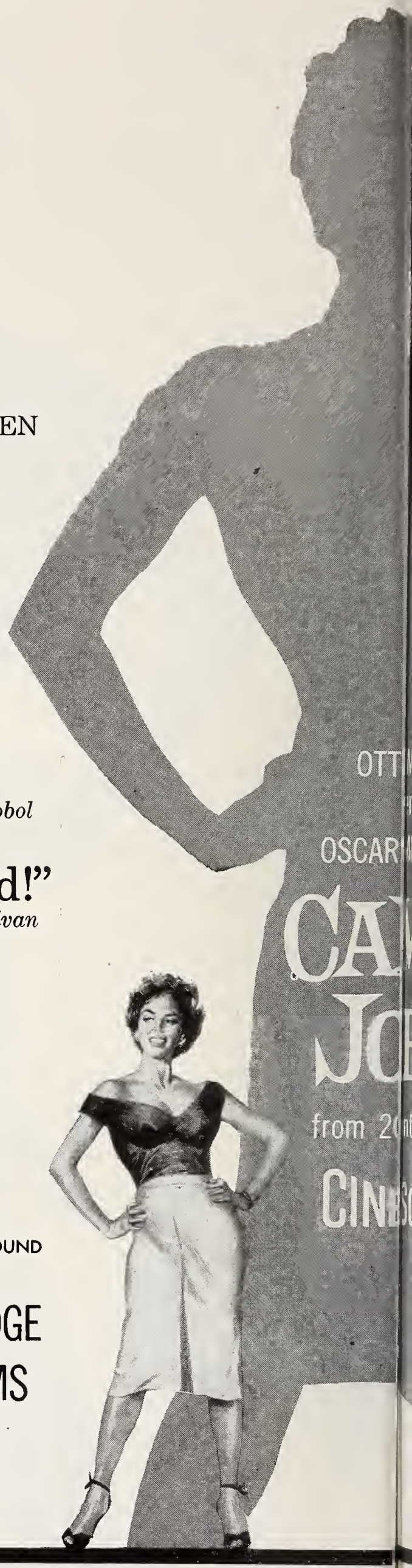
"It is a terrific picture! Hope you won't repeat my experience when you see 'CARMEN JONES'. I got so excited I burned a big hole in the front of my dress. Yep, the film is that hot."
—*Hedda Hopper*

"Crowded with fiery music and blazing passion!
Dorothy Dandridge is a bewitcher!"
—*Walter Winchell*

"A great and exciting picture!"
—*Louis Sobol*

"Audience stood up and cheered!"
—*Ed Sullivan*

"Bound to make a sensation!"
—*Danton Walker*



Color by DE LUXE • In the Wonder of High-Fidelity, STEREOPHONIC SOUND

starring

HARRY BELAFONTE · DOROTHY DANDRIDGE
PEARL BAILEY · OLGA JAMES · JOE ADAMS

Produced and Directed by
OTTO PREMINGER · OSCAR HAMMERSTEIN, 2nd
Books and Lyrics by
Screen Play by HARRY KLEINER · Music by GEORGES BIZET

Released by 20th Century-Fox

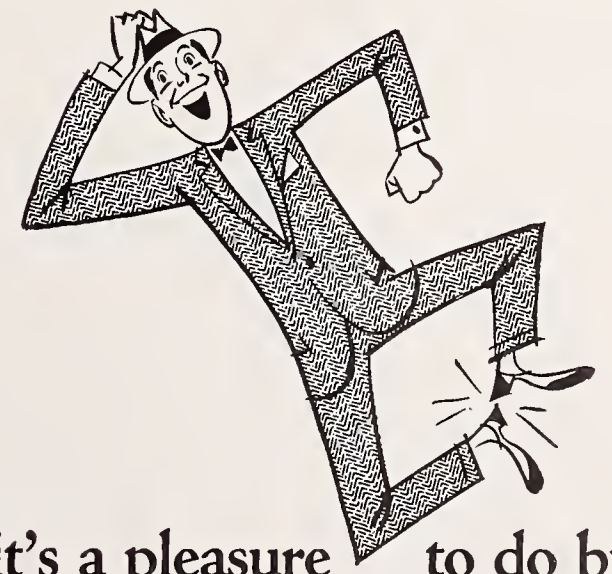
"Sure to be a big hit! This is a 'Carmen' that may blister the rear walls of many a movie house. The audience is not merely stimulated, it is all but electrocuted. Even the huge CinemaScope screen seems hardly big enough to carry the mass scenes!" —*Time*

"Hot! Hot! Hot!"
—*Louella O. Parsons*

"Superb! Dynamic! Packed with talent! Dorothy Dandridge becomes an incandescent Carmen, devilishly willful and feline. She is one of the outstanding dramatic actresses of the screen. Great show!" —*Newsweek*

"A great picture!"
—*Earl Wilson*

"Brilliant! Tops in Town! Audiences are raving about Dorothy Dandridge's beauty and talent!" —*Dorothy Kilgallen*



"it's a pleasure to do business with 20th!"

M-G-M Sets Second Workshop Panel, Plan Others for '55

M-G-M has set its three-man panel comprising a "big" town theatre operator, a "small" town exhibitor and a newspaper advertising executive for its second "Ticket Selling Workshop" to be held tomorrow at the Marott Hotel in Indianapolis. Mike Simons, in charge of customer relations for M-G-M, will be chief speaker and moderator at the second forum. Emery Austin, exploitation head, will discuss the 33 services Howard Dietz's department makes available to theatre owners for the promotion of M-G-M pictures.

Maloney in Chair

The Indianapolis Workshop is second in the series to be held. Pittsburgh was the first city. The session was held Oct. 28 and was attended by more than 300. John J. Maloney, M-G-M central sales manager who opened the first gathering, will do likewise in Indianapolis, the exchange coming under his supervision. Foster B. Gauker, resident manager; Val Klaiber, Dewey Taute and O. L. Presscott, salesmen, have been working with Maloney on the Indianapolis project for the past month and will be on hand to personally greet theatre owners and representatives of allied interests from the area. Austin will be assisted by E. C. Pearson, press division head, and Jerome Allan, local press representative.

Taking advantage of the presentation of the "big" theatre angle made by Ervin J. Clumb, managing director of the Riverside Theatre, Milwaukee, at the initial Workshop, Simons has prevailed upon James Coston, midwest zone head for Stanley Warners, to have Clumb appear again at the Indianapolis meet. He will again be on the dais, this time with L. J. "Bill" Williams, operator of theatres in such small towns as Union, Hermann and Owensville in Missouri. The third member of the panel will be Wayne Botkin, retail advertising manager of the Muncie Ind. Evening Press. He will make the trip from Muncie especially for the occasion.

All Managers to Attend

All major circuit heads in the Indianapolis territory have assured Gauker they intend to bring their managers to Indianapolis for the meeting.

Following the Indianapolis Workshop, there will be the third in the series, scheduled for Dec. 6 at the Bradford Hotel, Boston. Plans are under way for meetings in 1955 with Rocky Mountain Theatre Owners bidding for a Workshop in mid-January at Denver and Mississippi Theatre Owners also for the same month. Pencilled in for February is a meeting of Virginia Theatre Owners at Richmond. Other tentative requests for meetings in the month are under consideration. On March 1, a Workshop is set for Columbus, O., and later that month, if present plans materialize, there will be a session in Kansas City. Numerous possibilities for April have been presented. Billings, Mont., and Salt Lake City are on the schedule for forums in May, according to present indications.

91 With Gleason

A cast of 91 people will surround Jackie Gleason when he appears in person at the Paramount Theatre for two weeks beginning on Wednesday.

Reviews

"Theodora, Slave Empress"

(Lux Films-I.F.E.)

LUX Films Rome and Lux Compagnie Cinematographique of Paris have freely and fulsomely utilized Pathecolor's color process in detailing the rarely seen Byzantium empire in this I.F.E. release, "Theodora, Slave Empress," and have also shown that Hollywood producers do not hold any sort of a franchise in turning out semi-historical spectacles, so much in evidence during the past year. This picture holds its own with its American counterparts in lavishness, costumes and crowds. The dubbing into English was accomplished by means of archaic and unintentionally humorous dialogue which U. S. audiences should find quite satisfactory.

Theodora, born the daughter of a bear feeder, rose to be empress of Byzantium and, according to the film, it was accomplished quickly, artfully and excitingly. The emperor, Justinian, noticed her in his wanderings among his people and with each successive meeting, Justinian's passion for her increased. Theodora's ambition is to be queen, not courtesan and when their fiery love affair does culminate in marriage, they become better people for it with new respect and regard for one another.

With the possibility of conspiracy and intrigue from the powerful patricians always present, Theodora, born with the common people, teaches her husband the ways of democracy. It is accomplished only after some strenuous battles, the uproting of the court villains and the near-death of Theodora in as wild a climax as has been seen in a year of spectacles. Although Theodora is seen as the queen of the populace, her sudden change from seductress to benevolent ruler is too pat. She is played by Gianna Maria Canale, one of Italy's top film beauties. George Marchal is the handsome Justinian and Henri Guisol is able and deft in his performance as the chief trouble maker. All of the roles are played with gusto and little subtlety.

The film was directed by Riccardo Freda in collaboration with script writers Rene Wheeler, Ranieri Cochetti and Claude Accursi.

Running time, 88 minutes. General classification. Release in December.

"Snow Creature"

(Wilder-United Artists)

THE slight story of a legendary Himalayan snow creature which might have been an exciting and suspenseful science-fiction tale proves to be somewhat tame stuff as a minimum of thrills is provided as the snow creature itself is neither terrifying nor horrendous. W. Lee Wilder's production, which has been directed from a story and screenplay by Myles Wilder, has excellent photography by Floyd D. Crosby.

Paul Langton plays a botanist who, with his photographer and a group of Sherpa natives, plan to explore a section of the Himalaya Mountains for plant life and discover instead a snow creature, a legendary man-beast. Eventually the creature is captured alive and brought to the U. S. While the immigration authorities are determining the status of the snow creature, it escapes and proceeds to terrorize the citizenry until he is finally captured in the sewers of the city.

Running time, 69 minutes. General classification. Release, in November.

Senate Group Okays FCC Nomination

WASHINGTON, Nov. 14.—The nomination of George C. McConnaughey as chairman of the Federal Communications Commission was reported out by the Senate Interstate Commerce Committee, but it appears unlikely that he will be confirmed by the Senate before the new Congress convenes in January.

All seven Democrats on the Commerce Committee abstained from voting on the nomination, while seven Republicans approved it. There is one GOP vacancy on the committee.

It is felt that McConnaughey's name won't come up on the Senate floor because of the agreement between GOP leader Knowland (R. Calif.) and Democrat leader Johnson (D. Tex.) not to handle anything "controversial" during the McCarthy session.

Sen. Monroney (D. Okla.) predicted after the committee meeting that the FCC chairman, who has been serving on a recess appointment since last Sept. 25, would not be confirmed at this session.

The Democrats are anxious to explore reports that the GOP National Committee has put McConnaughey in charge of giving more FCC jobs to Republicans. The nominee has denied this.

Rev. Scully Is New Bishop of Albany

ALBANY, Dec. 14.—The Most Rev. William A. Scully, who has served as chairman of the Catholic Bishops National Committee on Motion Pictures and who is a leader in National Legion of Decency councils, is the new bishop of the Albany Diocese. Coadjustor bishop for nine years and also pastor of St. Mary's Church in Troy, he succeeded Bishop Edmund F. Gibbons, who, after 35 years' service in the high position, retired.

'Jones' Strong in Miami and S.F.

Twentieth Century-Fox's CinemaScope presentation of "Carmen Jones" is showing marked boxoffice strength in first engagements across the country, according to theatre reports.

Opening in Miami, at Wometco's Carib, Miami and Miracle Theatres, the Otto Preminger production racked up a combined gross of $6,975 as compared to a $5,706 figure set by "Three Coins In The Fountain" in the three houses, 20th-Fox announced.

In San Francisco, at the St. Francis Theatre, "Carmen Jones" grossed $2,690 opening-day, Wednesday (10), a powerful mark for the situation.

People

Kenneth MacKenna, M-G-M studio story head, is scheduled to arrive in New York on Dec. 5 for his periodic visit here to catch the shows and contact editors and publishers.

¤

Herb Lyon, formerly in the publicity department of Balaban & Katz in Chicago, and more recently a Chicago and Hollywood columnist, now has his by-line on Tower Ticker, publication of which was recently resume by the "Chicago Tribune."

¤

William Humphries, office manager for Warner Brothers in Jacksonville, has been transferred to the Atlanta branch as sales representative in Alabama. His post in Jacksonville has been taken over by **Henry Goldberg,** formerly auditor in the Paramount office.

¤

Hal Kemp, manager of the NBC talent office in New York, will transfer to Hollywood on Dec. 1 to become a general program executive in both radio and television.

¤

J. P. Lindsley, long-time employe of the Martin Theatres in Georgia, Alabama and Florida, has been named manager of the Martin Theatre in Florala, Ala.

¤

J. W. Fletcher has taken over the Lakewood Theatre, Augusta, Ga., from Jake Bogo.

¤

Mark J. Emdem and associates have taken a long-term lease on a site in St. Petersburg, Fla., and will start work around Dec. 1 on a new drive-in theatre.

¤

James Allen, formerly with the Evergreen Theatres Corp., has been named manager of the American Theatre at Bellingham, Wash.

¤

Jack Goldberg, M-G-M resident manager in Albany, and **Howard Goldstein,** salesman, have been appointed to the local Variety Club membership committee.

¤

Charles H. Topmiller, executive vice-president of WCKY, Cincinnati, was elected president and general manager of the 50,000-watt independent radio station, succeeding **L. B. Wolson,** who recently passed away.

'U' Distributing 'Pagan' Manual

Universal this week is distributing a manual of more than 100 pages on promotional and merchandise die-ups on "The Sign of the Pagan." The manual is reported to be the most extensive in company history.

COMPO's Triumvirate and Officers

Al Lichtman
Co-Chairman

Sam Pinanski
Co-Chairman

Wilbur Snaper
Co-Chairman

Herman Robbins
Treasurer

Robert Coyne
Special Counsel

(*Continued from page* 1)

best performances by male and female players and the most promising new young male and female players.

Mrs. Alice N. Gorham of the United Detroit Theatres Corp., was chairman of the committee. Other members were Ralph W. Russell of the Palace Theatre, Canton, Ohio; Emil Bernstecker of the Wilby-Kincey Service Corp. of Atlanta; Paul Levi of the American Theatres Corp., Boston; Senn Lawler of the Fox Midwest Amusement Corp., Kansas City, and William A. Carroll, executive secretary of Indiana Allied, who represented Roy E. Kalver of the Adams Theatre, Decatur, Ind., named to the committee as a representative of national Allied.

Other leading subjects include consideration of a possible industry-TV program, liability insurance plan, circulation of the Department of Defense technicolor feature film, "This Is Your Army," and a suggestion for a new Movietime, U.S.A., or National Go - To - The - Movies Month.

There will also be discussions of political action at the national and local levels, coordination of technological advances in the industry, various audience development plans and a proposed Hollywood round table.

Other subjects to be considered include expansion of COMPO membership, COMPO financing, re-appointment of COMPO Committees and recommendations from industry members. Rendering a report on finances of the organization will be Herman Robbins, COMPO treasurer.

Toll-TV a Possibility

An opportunity, it was stated, also will be given to executive committee and board members to bring up subjects not on the agenda for discussion and action. One of these items, it was believed in trade circles, may be the toll TV issue, which recently resulted in the formation of a united exhibition committee to combat toll TV.

Hickey Transferred To Shea N.Y. Office

Bernie Hickey, who has managed Shea's Fulton Theatre in Pittsburgh since the death of John Walsh, has been transferred to the home office of the Shea circuit in New York where he will coordinate advertising, publicity and exploitation between the distributors and the theatres.

Frank King, field representative of the circuit, now is manager in Pittsburgh.

48 Christmas Day Bows for 'Leagues'

Forty-eight Christmas day openings have been set for Walt Disney's CinemaScope-Technicolor production, "20,000 Leagues Under the Sea," following the world premiere at the Astor Theatre in New York on Dec. 23, it was announced by Leo F. Samuels, president of Buena Vista, distribution subsidiary of Walt Disney Productions.

Theatres slated for day and date openings of this production based on the Jules Verne story are in cities coast to coast.

Loew Int'l Group In London for 'Beau'

Arthur M. Loew, president of Loew's International Corp., is in London with a special delegation of the company's executives to attend tonight's Royal Command performance of M-G-M's "Beau Brummell" at the Empire Theatre, premiere M-G-M house in Great Britain. The delegation went to London from Barcelona over the weekend, at the conclusion of the M-G-M European PEP sales conference, over which Loew presided. "Beau Brummell" was one of the pictures screened at the conference, whose purpose was to make special plans for the coming year's product with Perspecta Stereophonic Sound.

With Loew in London are Samuel N. Burger, general sales manager; David Lewis, regional director of continental Europe; Maurice Silverstein, regional director of Latin America, and Arthur Pincus, assistant director of advertising and publicity.

Perspecta Showings In Charlotte, Phila.

Two more trade demonstrations of Perspecta stereophonic sound have been set for this month. The first will take place in the Carolina Theatre, Charlotte tomorrow, for members of the Motion Picture Theatre Owners of North and South Carolina, who will be convening at that time.

The second demonstration will be held on Nov. 29 in the Stanley Theatre, Philadelphia, for exhibitors and press of the area.

Elmer O. Wilschke, executive vice-president of Perspecta Sound, Inc., will supervise both demonstrations. He will be assisted by Al Mian, of the company's engineering staff.

Alabama's July Receipts Up 17%

MONTGOMERY, Ala., Nov. 14.—Theatre box-office receipts in Alabama during July showed an increase of 17 per cent in comparison with those of June. The University of Alabama Bureau of Business Research made the report. The survey is based upon reports of sales tax collections, the bureau also reported that July receipts this year were up 11.2 per cent when compared with those of July, 1953.

Rocky Mt. Allied Backs Col. Criticism

DENVER, Nov. 14.—The board of directors of Allied Rocky Mountain Independent Theatres concurred in the criticism of Columbia Pictures sales policies by National Allied at a regional meeting of the group here.

The ARMIT board declared their opposition to "The hostile attitude of Columbia general sales manager A. Montague towards exhibitors in the matter of film rentals."

"Whereas the terms being asked by Columbia as a result of Montague's attitude make the top pictures unavailable to Rocky Mountain exhibitors, and whereas ARMIT wished to support the stand of National Allied on the matter of Columbia, be it resolved that the board of directors of ARMIT concur in the criticism of Columbia sales policies by National Allied," the board of directors resolved.

500 Expected for Carolina Meeting

CHARLOTTE, N. C., Nov. 14. — About 500 exhibitors from this area will be in attendance at the initial meeting tomorrow of the 42nd annual convention of the Theatre Owners Association of North and South Carolina here.

The theatremen are expected to express opinions about the proposed Allied States Association plan for governmental regulation of the industry during the three day meeting.

Speakers to address the convention will include Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres who will deliver the keynote talk; actor George Murphy, and Mrs. Pauline Griffith, executive secretary of the Carolina group. Toastmaster of the convention will be Dick Pitts, Theatre Owners of America director of information.

Tax Booklet

(*Continued from page* 1)

submits facts and figures which local exhibitors may use to advantage before their state or local taxing authorities.

The booklet makes it clear that unlike the Federal tax campaign, the conception, organization and prosecution of a successful campaign against local taxes rests almost entirely upon the individual exhibitor. COMPO's role in these battles, it is estimated, can only be that of a source of ammunition.

However, if additional facts are obtained that seem pertinent or COMPO's attention is called to unusual tax fighting methods that have been successful, they will be made available to all tax campaign committees.

Turndown

(*Continued from page* 1)

film companies had declined to sponsor the telecasting of their own Academy Award function and accepting the current NBC offer, they argued, would place the industry in an awkward position.

Presented by O'Donnell

NBC's original proposal, which was brought to Hollywood by O'Donnell, reportedly had been offered to company heads previously in the East on an individual company basis, and turned down.

Present indications are that the project will be discussed again this week, but the likelihood that it will be acted upon tangibly is considered remote.

Cinerama

(*Continued from page* 1)

operation, the Imperial will premiere "This Is Cinerama" on Dec. 27. Renovations have just begun to permit installation of three projection booths, the huge screen, Cinerama sound, and other special equipment. Isaac estimates that the box office will be ready by Dec. 6.

For the premiere showing in Canada, Cinerama officials are negotiating for a charity sponsored opening under the auspices of the St. Justin's Children's Hospital which is under the official direction of the Cardinal of Canada.

Many Media to Cover 'Desiree' Bow Wed.

The Mutual radio network, television station WPIX, the Armed Forces Radio Network and the Voice of America will carry the lobby ceremonies preceding the "command performance" premiere of "Desiree," 20th Century-Fox's CinemaScope dramatization of Annemarie Selinko's novel depicting the times of Napoleon, which will open Wednesday at the Roxy Theatre here.

In addition, Movietonews and still photographers from newspapers and wire services will be present at the specially-decorated theatre to record the arrival of celebrities.

Among those expected to attend the premiere are members of the nobility, leaders of international society and important French, Swedish and other foreign diplomats.

PARAMOUNT CONTINUES TO DELIVER THE INDUSTRY'S TOP GROSSES, BECAUSE...

It's hitting Christmas Week business right now as its first hundred dates play to smash results. The whole country hails this first VistaVision attraction for, as the Los Angeles Herald & Express says, it's "an irresistible package of boxoffice inducements!"

PRESENTED THROUGH VISTAVISION MOTION PICTURE HIGH-FIDELITY

IRVING BERLIN'S

White Christmas

starring

BING CROSBY * DANNY KAYE

ROSEMARY CLOONEY * VERA-ELLEN

Color by TECHNICOLOR

with DEAN JAGGER · Lyrics and Music by IRVING BERLIN

Produced by ROBERT EMMETT DOLAN · Directed by MICHAEL CURTIZ

Dances and Musical Numbers Staged by Robert Alton

Written for the screen by NORMAN KRASNA, NORMAN PANAMA and MELVIN FRANK

Today's big box
are all from Pa

Wonderful is the exhibitors' word for Sabrina everywhere! Seventh record week on Broadway. And Variety reports "Boffo, Chicago" – "Paces Buffalo" – "Huge, Minneapolis" – "Giant, Los Angeles" – "Sockeroo, Denver" – "Uniformly sock to terrific!"

HUMPHREY BOGART
AUDREY HEPBURN
WILLIAM HOLDEN

in

Sabrina

with

WALTER HAMPDEN · JOHN WILLIAMS
MARTHA HYER · JOAN VOHS

Produced and Directed by **BILLY WILDER** · Written for the Screen by Billy Wilder, Samuel Taylor and Ernest Lehman
From the play by Samuel Taylor

12 weeks New York – 12 weeks Philadelphia are typical of engagements making this the year's long-run leader. In key city runs it hit an astounding 98% holdover average. No wonder it's the hottest attraction in general release today!

JAMES STEWART

in

ALFRED HITCHCOCK'S

REAR WINDOW

Color by TECHNICOLOR

co-starring

GRACE KELLY · WENDELL COREY
THELMA RITTER

with RAYMOND BURR · Directed by ALFRED HITCHCOCK
Screenplay by JOHN MICHAEL HAYES
BASED ON THE SHORT STORY BY CORNELL WOOLRICH

office leaders
ramount!

And The Leading Christmas-New Year Show Will be Hal Wallis' 3 RING CIRCUS in VistaVision starring Dean Martin and Jerry Lewis Color by Technicolor

N-E-W-S . . .

like the wind, it keeps changing—like the wind, it affects the course you steer . . .

Keeping abreast of the trade news is a daily "must" for the alert-minded, active members of this industry. They are the men and women who are conscious of the fact that events of today shape the course to steer for tomorrow. They keep constantly informed about what goes on, and why. They know the news while it IS news!

To obtain and bring that news to you promptly MOTION PICTURE DAILY has the advantage of the largest national and international news-gathering organization in the industry—and the personnel with the know-how to sift and evaluate realistically.

Atop the front page each day, adjoining the name-plate of the paper, is the assurance that you have before you "All The News That Is News . . . Concise And To The Point." We are mindful of the value of your business-day reading time.

Every issue of MOTION PICTURE DAILY is edited as though our reputation depends on it. As a matter of fact, we consider that it does.

Federal Regulation Plan

(*Continued from page* 1)

some to convince them that even Federal regulation is preferable to their current lot.

Following are typical statements received:

Mrs. Lillian Claughton, Claughton Theatres, Miami: "Every means should be exhausted to iron out the problem, but if the distributor is unreasonable, I feel I'd rather seek government aid than go out of business." She said she believed government intervention should be sought only in the last extreme. Mrs. Claughton felt the appointment of a man of the stature of William F. Rodgers to an industry grievance board would be helpful.

Lyall Shiell, operator of the Skyvue Drive-In, New Orleans, in association with S. E. Mortimore and Frank Olah, said he opposes the Allied States plan. "There is no reason for the government to come into the business, not any more than for the government to take over management of department stores. It seems the government itself doesn't want to regulate industry, but wants industry to regulate itself. If the government takes over distribution, which I hope will never come to pass, what is there to stop the government from regulating exhibition? We in the industry certainly have more than the ounce of intelligence needed to settle our own problems. I have been in the business a long time, experienced many ups and downs, but I have kept going and will continue to do so for many years to come and without the government intervening."

E. Jenner, operator of indoor and drive-in theatres in Mississippi and Louisiana: Favors Allied's plan for government regulation of distributors, but he hopes that the brain trusts of both distributors and exhibitors will get together between now and February, 1955, and reach mutual agreement.

F. G. Prat, Jr., co-owner of Prat-Aucoin Theatres, Louisiana: "I am all for Allied's plan." Prat is vice-president of Allied Theatres Owners of the Gulf States.

Charlotte, N. C., theatre owners, although refusing to permit their names to be used, overwhelmingly oppose Federal regulation of distribution.

Mitchell Wolfson, Wometco Theatres, Miami: "We are very much opposed to Federal control of film distribution. The making of more pictures must be encouraged by exhibitors. Exhibitors should continue a united fight for fair prices and policies. We want more pictures—not more policing. We should work to that end in unity and not force prices up by trying to out-bid each other."

Philip Corte, operator of the Garden Theatre, New Orleans: "Independent exhibitors like myself operating one theatre should and must support Allied States' plan for Federal regulation. Distribution policies must be modified if the small exhibitors are to remain in business."

J. H. Thompson, president, MPTOO of Georgia: "I have always been opposed to Federal regulation and feel that if and when we do have Federal regulation of our industry we may expect our business to subside and go into a gradual decline. However, with small exhibitors faced with the loss of their entire lifetime savings which are invested in theatres, the critical and desperate period has finally come to a showdown as to whether they will be able to stay in business or not."

Frank Smith, operating the Grand, Grand Island, La.: "I hope the distributors and producers will soon get wise to themselves, that they cannot continue with the exorbitant prices of film, shortage of films and shortage of prints if they do not want the small town exhibitors to close their doors."

Bernard Woolner, president, Woolner Theatres, New Orleans: "Government intervention in sales practice and regulation of the industry simply will not work out. We don't want politicians' interference.

Filmakers, with TOA Aid, Would Make 12

HOLLYWOOD, Nov. 14. — Filmakers Releasing Organization president Irving H. Levin has written Theatre Owners of America president E. D. Martin offering to increase FRO output to 12 pictures annually if TOA will co-finance production, as TOA indicated in its Chicago convention it intends to do. Filmakers has two completed pictures nearing release and has announced plans for releasing seven additional features during 1955.

Set Openings for 'Romeo and Juliet'

United Artists' "Romeo and Juliet" has been set for regional premieres in Washington, San Francisco and Kansas City, it was announced by William J. Heineman, UA vice-president in charge of distribution.

The picture will open at the Dupont Theatre in Washington on Dec. 22 and will be unveiled at the Stage Door Theatre in San Francisco and the Kimo Theatre in Kansas City on Dec. 24.

Add Six Names to Pioneers' Dais List

Additional names have been added to the roster of those who will be on the dais on Nov. 17 for the 16th annual showmanship dinner of the Motion Picture Pioneers, honoring Si Fabian as "Pioneer of the Year." They are: Nate Blumberg, Max A. Cohen, Benjamin Kalmenson, Harry Kalmine, Sol A. Schwartz, and George P. Skouras.

Reservations for the dinner are near capacity but a few tickets still are available to Pioneers who hurry, the committee announced.

Subways Select 3 'Go See' Pictures

Product apparently is getting so much better that the New York City subways' "Go See" recommendation this month had to be split among three pictures. Instead of a single selection, as is customary, the subways picked "Carmen Jones," "White Christmas" and "A Star Is Born."

Columbia

(*Continued from page* 1)

Hotel here tomorrow for what is said to be one of the most important sales meetings in the company's history. General sales manager A. Montague will preside.

High on the agenda of the five days of sessions will be the detailed discussions of the sales and distribution of Columbia's forthcoming top product as well as the continued liquidation of the company's current line-up.

Screenings Scheduled

The delegates will have some of the company's product unveiled for them at screenings at the hotel. The company plans to show the first three CinemaScope productions, "The Long Gray Line," "Three For The Show," and "The Violent Men" as well as the UPA CinemaScope cartoon, "When Magoo Flew," and the 40-minute product trailer which was shown at last week's convention of the Theatre Owners of America.

Present from the home office, in addition to Jack Cohn and Montague, are: Rube Jackter, Paul N. Lazarus, Jr., Louis Astor, George Josephs, Maurice Grad, Vincent Borrelli, H. C. Kaufman, Joseph Freiberg, Howard LeSieur, Milton Goodman, Daniel Rothenberg, Seth Raisler, William Brennan, Al Schwartz, Sydney Singerman, George Berman and Nat Goldblatt.

Division managers in attendance are: Nat Cohn, New York; S. A. Galanty, Midwest, Carl Shalit, Central; B. C. Marcus, Midwest; I. H. Rogovin, New England; R. J. Ingram, Southeastern; Jack Underwood, Southwestern; H. E. Weiner, Western Pennsylvania and Southern New Jersey and L. E. Tillman, Northwestern.

Branch Managers Attending

Branch managers present include: N. Jackter, Albany; G. Roscoe, Atlanta; T. O'Brien, Boston; B. Felcher, Buffalo; R. D. Williamson, Charlotte; B. Lourie, Chicago; P. Fox, Cincinnati; J. Safron, Cleveland; R. C. Hill, Denver; B. Shapiro, Des Moines; M. Zimmerman, Detroit; M. Devaney, Indianapolis; P. Hargette, Jacksonville; T. Baldwin, Kansas City; W. Ball, Los Angeles; N. J. Colquhoun, Memphis; H. Olshan, Milwaukee; H. Chapman, Minneapolis; W. Silverman, New Haven; H. Duvall, New Orleans; S. Trauner, New York; C. A. Gibbs, Oklahoma City; J. Jacobs, Omaha; L. Wurtele, Philadelphia; J. Judd, Pittsburgh; J. Beale, Portland; H. Green, Salt Lake City; L. N. Walton, Seattle; C. D. Hill, St. Louis and B. Caplon, Washington.

The Columbia Pictures of Canada contingent will be represented by Harvey Harnick, sales manager, and the following branch managers: L. Simon, St. John; I. Levit, Montreal; S. Pearlman, Winnipeg; H. Ross Calgary; A. Cass, Toronto and N. Levant, Vancouver.

'Dream No More' Set

TORONTO, Nov. 14.—"Dream No More," a feature produced in Israel, is set for its Canadian premiere at the Avenue Theatre, here, on Thursday, under the auspices of Temple Sinai Brotherhood with proceeds to be turned over to the synagogue building fund. The picture is being released in Canada by Alliance Films Limited.

Step Up and Have a Napoleon Brando

With Marlon Brando playing Napoleon, it had to happen. Somebody was sure to go to a bar and ask for a drink of Napoleon Brando. So—

Miniature bottles of Courvoisier brandy were distributed to press and circuit advertising directors by 20th Century-Fox as part of a promotional campaign on "Desiree." The theme is "the brandy of Napoleon salutes the Brando of Napoleon."

Hughes, Zeckendorf Deal Completely Off

HOLLYWOOD, Nov. 14.—Howard Hughes and William Zeckendorf, president of Webb & Knapp Realty Co., revealed, in separated statements, that all moves by a Zeckendorf syndicate to acquire the assets of Hughes in various enterprises have terminated. Although somewhat contradictory as to the extent to which the negotiations had progressed, it appears certain that any deal, contemplated or not, is dead.

Hughes declared: "I have denied this rumor in the past. Let me say once and for all this rumor is utterly untrue. I have no intention of selling anything to Mr. Zeckendorf."

Denial by Zeckendorf

Zeckendorf, prior to leaving here on Friday for New York, stated: "So far as the Hughes deal is concerned, Webb & Knapp has no further interes. and will make no further comments about it."

It had been reported earlier that a syndicate composed of Zeckendorf, Laurance Rockefeller, Aristotle Onassis and several Wall Street interests, had bid $400,000,000 for Hughes' industrial companies and allied interests. Zeckendorf, earlier in the week, had accused Hughes of reneging on the sale. "We consider the deal absolutely off due to a unilateral and completely unconscionable reversal on the part of Hughes," the realtor said.

'Saw Paris' Premiere Will Aid 2 Hospitals

The New York Infirmary for Women and Children and the North Shore Hospital, Manhasset, L. I., will be the beneficiaries of the gala premiere of M-G-M's "The Last Time I Saw Paris," which will be held here Thursday evening at the Capitol Theatre.

In addition to Elizabeth Taylor and Van Johnson, stars of the picture, both of whom will attend, the audience will include a brilliant first-night audience.

Besides the section for the invited guests, most of the seats in the Capitol will be sold to the public at regular prices, all receipts going to the two hospitals.

Shorter Schedules For Conn. Drive-in

HARTFORD, Nov. 14.—Majority of Connecticut drive-in theatres have gone on shortened schedules for the remainder of the season. Several locations, including Lockwood & Gordon's Sky-Vue Drive-In, Torrington, and the independent Pine Drive-In, Waterbury, have already closed. Normally, most drive-ins close by early December.

LAST CALL

TO ALL MOTION PICTURE PIONEERS!

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In the THEATRE Equipment *& Refreshment* World . . .

. . . *with RAY GALLO*

IN a special folder on its line of projection and sound equipment for wide-screen presentation at drive-ins, Motiograph, Inc., Chicago, points out practices which have proved practicable in the extension of present screens.

The folder observes that most new screens have been resurfaced in Transite or plywood and finished with three coats of white outdoor screen paint, adding that in some cases an undercoat of aluminum paint has been used.

With respect to increase in size, it is indicated that the drive-in operator should determine at the outset whether he would want to project non-anamorphic pictures to the same width as squeeze prints, since the former would require more height than the latter if presented the full width of the screen.

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Fourteen drive-ins operated by the Phil Smith Management Corp., Boston, are to be equipped with RCA "Wide-Arc" projection lamps, according to the Engineering Products Division of RCA. The drive-ins are located at LaGrange, Ill. (Chicago), Indianapolis, Lowell and Natick, Mass., Detroit, Kirkwood, Mo.; Cleveland, Livingston, Saddle River and Rutherford, N. J., and Milwaukee.

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Bell & Howell, Chicago, has announced reduction in the price of its 35mm anamorphic lenses. The company makes anamorphic attachments also for the projection of CinemaScope prints reduced to 16mm.

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A. M. Poniatoff, president of the Ampex Corp., Redwood City, Calif., manufacturers of magnetic recording and stereophonic sound systems, has announced the appointment of Forrest J. Beard as assistant advertising manager.

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A portable emergency lighting unit with two reflector lamps and powered by a storage battery has been marketed by the General Scientific Equipment Co. of Philadelphia. The unit is plugged into a regular lighting outlet, and when the circuit power fails, the lamps light automatically. The unit is equipped with a trickle charger which maintains the battery at full charge.

•

The Theatre Sales Division of the Pepsi-Cola Co., New York, has available a new trailer to boost refreshment sales in theatres. Called "The Perils of Lurine," the trailer has a plot, is in color, and runs for almost two minutes.

Catholic Actors Dance

The Catholic Actors Guild will hold its annual dance and entertainment next Friday night, on the Astor Roof here.

Hollywood

By Samuel D. Berns

INCIDENTALLY: Saw Jack Stodel greet Cecil Kellaway in the lobby of the Roosevelt. They hadn't seen each other in 42 years. Just like watching "This Is Your Life." Stodel, theatre executive with the Schlesinger empire, started Managers Round Table for "Motion Picture Herald" in South Africa. . . . Robert "Stalag 17" Strauss, who just finished a role in "Seven Year Itch" at 20th, tells us he used to manage one of Max Cohen's theatres in the Bronx. . . . When Greer Garson's recent appendectomy put Warners' "Strange Lady In Town" production on ice, Cameron Mitchell, her film brother, worked out a date with the Tucson Symphony. Cam, one of our top "Stars of Tomorrow," narrated Kipling's "Jungle Book" against a Miklos Rozsa musical backgound. . . . Brod Crawford and Bob Mitchum are right guys in our book. They found spare time while working on Kramer's "Not As A Stranger" to cheer up Harry Wilson, Brod's stand-in, bedded at Veterans' Hospital with a stomach ailment. . . . The stand fans screamed with delight as Debbie Reynolds got out of a limousine for the "White Christmas" opening with R-R-R-Roscoe Ates as her escort. . . . It was Don Hartman who named it VistaVision. . . . Six musical numbers will lilt Panama and Frank's screenplay, "The Court Jester" for Danny Kaye. . . . Mervyn LeRoy scored heavily as a pinch-hitting director for the recuperating John Ford on "Mister Roberts." . . . Actors' agents, publicists and studio heads pledged immediate action to the Hollywood Coordinating Committee for a lineup of 88 performers to spread the coming holiday cheer at our military bases around the globe. George Murphy, Y. Frank Freeman and Abe Lastfogel were perfect pitchmen for the call.

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HELLO LONDON: Are you there? Just read your report in the London "Times" on the opening of "Three Coins - - -" at the 600-seat Rialto, wherein you say "this proves that CinemaScope can be as easily fitted into a small cinema as a mammoth one." Might interest you to know that the projection room at 20th's "renting office" here is a CinemaScope theatre with only room enough for 42 persons. . . . Oriental Theatre marquee on Sunset Boulevard has coined "Widescope" as its new equipment attraction. . . . Lou Raderman, M-G-M's concert maestro, was singing praises of Johnny Green to pool-siders in Palm Springs at Del Hai Mo Lodge during the weekend. . . . Johnny Green and Bunny are packing for a Honolulu lanai this month to put the maestro in shape for a new series of those wonderful symphonic CinemaScope shorts. . . . Producer Phil Waxman hosting Jack Palance and the Missus at the opera. Palance could be ripe for "Pistolero."

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FRANK O. PINYONS: U. S. Commerce Dept.'s Nathan Golden says all we need is some good pictures to go with the new developments and the industry has the best outlook it ever had. . . . 1955 will see the growth of many new exhibitor-producing units, if we can chalk the cue from Joy Houck of New Orleans, Francis White of Charlotte, N. C., Bill Goldman of Philadelphia, and Ben Marcus of Milwaukee. . . . Watch Robert Aldrich, producer-director, zoom to prominence when he finishes the Joan Crawford starrer, "The Way We Are." . . . After two years on tour with Bea Lillie, Reggie Gardner is a welcome-home face for the screen. U-I signed him for "Third Girl From the Right" after a glimpse at his thesping Ginger Rogers' husband in 20th's "Black Widow." . . . Jack Lemmon must make marquee magic after "Phffft." . . . Paramount's stock could do a kangeroo leap with Sol C. Siegel's shingle now fastened at the new address.

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DRUM BEATERS: Johnny Grant, the West's most co-operative deejay for the industry, spotlighted in his "White Christmas" role, is bleating TV interviews and plugs for the film. Edith Head, the multi-Oscar designer, tells the behind-the-scenes story of creating costumes to TViewers for the same pic. . . . While you're tuned to the TV channels, look for Robert Fellows' Batjac Productions campaign on Warners' "Track of the Cat." . . . A real space-grabber will be Moulin's "Moby Dick" when John Huston sends the Pequod, that whaling ship, across the Atlantic and through the Canal to give the fans a port-by-port description of the movie prop and paraphernalia used on the vessel for the film. . . . Alan Ladd is taping plugs via Armed Forces Radio Service to smack the old tympany for, oddly enough, Warners' "Drum Beat."

Cooperation of Army Offered 'Army' Film

General Matthew B. Ridgway, in a letter to COMPO expressing his appreciation to the members of the motion picture industry "for their generous cooperation in presenting to the American people the motion picture 'This Is Your Army,'" states that to exhibitors who will screen the film "the Army wishes to offer its wholehearted cooperation and support."

"Such Army units as may be available in local areas," the general said, "will be pleased to assist in every way possible in any celebrations and special programs which are arranged in connection with the presentation of 'This Is Your Army.'"

Release on Dec. 13

The film, which runs 55 minutes, will be released on Dec. 13.

"This film," General Ridgway's letter said, "portrays the vast range and scope of the Army, the diversity of skills and talents needed to make it function effectively, and the weapons and equipment the Army employs to help secure the finest possible defense of our nation. Above all it portrays the splendid American men and women in uniform who comprise the United States Army.

"The members of the motion picture industry are performing a distinct public service in helping to make this film available to the American people. The fact that it has received the endorsement of such prominent national organizations as the American Legion and the Veterans of Foreign Wars is a source of deep gratification to all those who have labored to make 'This Is Your Army' an outstanding film in every way."

Robert W. Coyne, special counsel for COMPO, in commenting on General Ridgway's letter, said that exhibitors who were contemplating use of Army personnel in the film's promotion should contact the nearest Army recruiting officer as soon as possible. A list of Army recruiting stations in the United States is printed in the press book for the film. If any difficulties arise, Mr. Coyne said, COMPO will be pleased to use its good offices to obtain the necessary approval.

'Scope Guide Book Revised by 20th

Publication of a "completely revised" CinemaScope technical book, containing information on all phases of theatre installation and recommended operating procedure, was announced by 20th Century-Fox here.

Copies of the handbook are being sent to all theatres equipped for CinemaScope and theatre equipment suppliers. Distribution will be through the company's domestic and foreign offices. One section of the 76-page book, prepared under the direction of Earl I. Sponable, 20th-Fox research director, is devoted specifically to drive-in theatres, detailing screen types, picture size, sound speakers and systems.

The booklet, which is a third edition, "has been completely revised in an effort to bring it up to date, in the light of this (year's) experience," it is stated in the preface.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 94 NEW YORK, U. S. A., TUESDAY, NOVEMBER 16, 1954 TEN CENTS

Plus Financing

Col. Facilities, Roster Open to Independents

Manpower to Be Offered To Producers, Cohn Says

Independent producers of important films may now obtain even more than financing from Columbia Pictures, it was announced here yesterday by Harry Cohn, president. Supplementing his announcement that his company had created a $10,000,000 fund for the financing of independent producers, Cohn in response to inquiries, pointed out that "The Columbia Plan" also envisages the benefits of casting assistance in addition to trained technical help.

"As long as it does not interfere in any way with our own expanding production program," he said, "we will be happy to make available to the responsible producer our full studio facilities, both physical and in manpower. In addition, our ever growing roster of contract players will, when not engaged in our own production, be put at the disposal of independents with whom we may have deals."

Lichtman Offers to Call Industry Trade Parley

Conference Would Include Presidents, Sales Heads and Exhibitors, Before End of Year; Seen Outgrowth of TOA, Allied Demands

By MURRAY HOROWITZ

An offer to call an industry roundtable conference, attended by company presidents, sales managers and exhibition leaders, was made here yesterday by Al Lichtman, 20th Century-Fox distribution director.

Lichtman used the meeting of the Council of Motion Picture Organizations, of which he is a co-chairman, as the forum to make his announcement, projecting a move desired by both Theatre Owners of America and Allied States Association as a vehicle to air exhibition's trade grievances.

It was made clear, according to a COMPO spokesman attending the closed session, that the industry roundtable conference would not be a COMPO project. It was stated that Lichtman foresaw the industry meet in New York "in the near future, sometime before the end of the year."

Lichtman's announcement came in the midst of Allied moves seeking Federal regulation of film rentals and forecasts of an industry roundtable conference at the re-

(*Continued on page 6*)

New Posts for Col. Sales Executives

CHICAGO, Nov. 15.—A realignment of Columbia Pictures' home office executive sales staff was announced here today by general sales manager A. Montague to representatives attending the company's sales convention at the Blackstone Hotel.

Under the new alignment, Louis Astor, circuit account executive, takes on added responsibilities. George Josephs, home office sales executive,

(*Continued on page 3*)

Lopert Cites Rising Italian Film Costs

The costs of producing in Italy are becoming "astronomical," it was stated here yesterday by Ilya Lopert, distributor-exhibitor-producer, following his return from Europe where he completed "Summertime" in Italy after 100 shooting days and a total of two years' preparation.

Lopert said that since 1949, costs of

(*Continued on page 3*)

TOA, Allied Heads In Separate N. Y. Meetings Today

By LESTER DINOFF

Leaders of Allied States Association and the Theatre Owners of America will meet today here in separate sessions to possibly discuss the formation of a committee for joint action on trade grievances and Allied's proposed bill for Federal regulation of the industry.

Ben Marcus, president of Allied States, said at yesterday's Sheraton Astor Hotel meeting of COMPO, that a number of his organization's lead-

(*Continued on page 3*)

Changing Trade Pattern Seen in COMPO Report

A "spectacular" gain in theatre earnings and attendance, coincident with the granting of Federal tax relief, and a highly significant reversal in seasonal trends are revealed in a special Council of Motion Picture Organizations report mailed to COMPO members.

Second quarter theatre gross earnings jumped to $270,300,000 in 1954 as against $227,700,000 in the same period of 1953, a gain of $42,600,000, or 18.7 per cent.

This gain, the report then states, came from two sources: $18,900,000, or 44 per cent from increased attendance; and $23,700,000 or 56 per cent from Federal admission tax relief; that is, the amount of former Federal admission taxes retained by the theatres as part of admission prices.

These and other statistics are disclosed in the 12-page booklet, which was compiled by the COMPO staff and based on research studies made by Sindlinger & Co., analysts, working under the direction of Robert W. Coyne, special counsel, and Charles E.

(*Continued on page 7*)

IMPORTANCE OF MERCHANDISING BY TV STRESSED BY GOLDENSON

Special to THE DAILY

CHARLOTTE, S. C., Nov. 15.—Merchandising by television was called "one of the most important answers" to the industry's problem of how to attract the new, younger generation to theatres by Leonard Goldenson, president of American Broadcasting-Paramount Theatres, in a keynote address today before the convention here of Theatre Owners of North and South Carolina.

The new generation, Goldenson declared, "has grown up with television and we must not overlook this new medium of communication." The AB-PT president called for a program of experimentation with TV in order to gain the most effective use of the medium. "Right now," Goldenson continued, "my theatre associates in American Broadcasting-Paramount Theatres have a committee composed of our most experienced exhibitors

(*Continued on page 3*)

Endorse Compo Star Poll Plan and Other Projects

The audience star poll was endorsed here yesterday at the one-day meeting of the Council of Motion Picture Organizations executive committee and board of directors, held at the Sheraton Astor Hotel.

The endorsement by the 42 top COMPO representatives was in association with an over-all plan to increase theatre attendance, encompassing television programming, research and exploration of ways and means of capturing the younger segment of the population. Work on the over-all plan, it was announced, will be conducted by a COMPO committee which will render a report by the end of the year. The composition of this committee will be announced later, it was added.

Other highlights of the one-day meeting, presided over by Wilbur Snaper, a member of COMPO's governing triumvirate, was as follows:

It was decided not to have an organized, aggressive anti-tax drive against the remaining Federal admissions tax at this stage.

Allied, it was said, indicated that

(*Continued on page 7*)

Personal Mention

H. M. BESSEY, Altec Service Corp. executive vice-president, has left New York for Charlotte and other key cities of the South.

•

NORTON V. RITCHEY, president of Allied Artists International, and EDWARD MOREY, AA vice-president, together with ARTHUR C. BROMBERG and HERMAN RIFKIN, franchise owners in Atlanta and Boston, respectively, have returned to their home offices from Hollywood.

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ROBERT M. WEITMAN, American Broadcasting - Paramount Theatres vice-president, returned to his ABC desk yesterday following a week's absence due to illness.

•

HAROLD WIRTHWEIN, Allied Artists Western division sales manager, left Hollywood Sunday for San Francisco.

•

GEORGE NATER, Walt Disney Productions supervisor of 16mm. nontheatrical films, is in New York from Hollywood.

•

EARL REVOIR, Allied Artists assistant treasurer, left Hollywood yesterday for New York.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, has arrived in London from Paris.

•

LESLIE PARKYN, producer, and GEORGE MOORE O'FARRELL, director, have left Hollywood for London.

•

GEORGE MINTER, president of Renown Pictures, has returned here from the Coast.

Hear 'French Line' Case in Mass. Tues.

BOSTON, Nov. 15.—A hearing on the RKO "French Line" censorship case vs. the Commissioner of Public Safety of Massachusetts, the mayors of Boston and Lynn and other public officials, will be held next Tuesday in the Federal Building. The hearing will be on various motions to dismiss the case brought by the defendants and on the applications for preliminary injunctions asked by the plaintiffs.

"The French Line" has been banned for Sunday showings throughout the Commonwealth and has been refused licenses to play in the cities of Boston and Lynn at any time.

Emil Jensen, Pioneer Of Industry, Dead

Funeral services were being arranged last night for Emil C. Jensen, pioneer industry figure, who died of a heart attack yesterday.

Jensen joined Kinemacolor in 1912 as a salesman and eventually became a top executive in World Film, Goldwyn Pictures, FBO, Inspiration Pictures and with Mary Pickford. At his death he was president of Artcinema Associates.

Now Historians Aid 'Desiree' Premiere

News despatches from Stockholm at the weekend reported that 127 hitherto undiscovered letters written by Empress Marie Louise to Napoleon in 1813 and 1814 have been found in the archives of the King of Sweden. Most had been taken to Sweden by Desiree. The discovery earned liberal space in most newspapers over the weekend, and was editorially commented on by some yesterday.

Publicity men at 20th Century-Fox considered the find especially timely. The company's production, "Desiree," will have its world premiere at the Roxy here tomorrow night.

Mother of Murphy Of Loew's Dies

Mrs. Elizabeth Paisley Murphy, 70, mother of John F. Murphy, a vice-president of Loew's Theatres, died suddenly at her home, 85-30 165th Street, Jamaica, Queens, at the weekend.

A solemn high requiem mass will be sung at 11 a.m. today at the Church of the Immaculate Conception, Jamaica Estates, Queens. Burial will be in St. John's Cemetery Brooklyn. Mrs. Murphy is survived by four other sons, three daughters, and four stepchildren.

McNerney, Veteran Exhibitor, Dead

SAN FRANCISCO, Nov. 15.—Dennis J. McNerney, veteran exhibitor whose experience dated back to the days of the nickelodeon, died here at the age of 70. McNerney, a partner of the Blumenfeld Theatre chain for the past 25 years, was a member of San Francisco Tent 32 of the Variety Clubs of Northern California.

Prior to joining the Blumenfeld group, he was Pacific Coast district manager for United Artists.

Fred Schram Passes

FT. LAUDERDALE, Fla., Nov. 15.—Fred Schram, former leading northern Ohio independent distributor who retired from all film activities about eight years ago, died here. In 1929 Schram and Nate Schultz, now Allied Artists franchise owner, were the first distributors of Disney cartoons.

Beaudine's Mother Dies

HOLLYWOOD, Nov. 15.—Mrs. Ella L. Beaudine, 84, mother of William Beaudine, one of the pioneer directors of the industry, died here today following an extended illness. In addition to her son, four grandchildren and 13 great-grandchildren survive.

George Dunnery, 48

George Dunnery, 48, doorman at the 20th Century-Fox home office here for many years, died suddenly yesterday of a heart attack.

UA Renews Deal With Italy's D.E.A.R.

United Artists has entered into a long-term agreement with D.E.A.R. Film of Italy, whereby UA releases will be distributed throughout the Italian market by that organization, it was announced here by Arthur B. Krim, UA president.

The deal, renewing a previous UA-D.E.A.R. distribution arrangement, was finalized in Rome over the weekend by Arnold M. Picker, United Artists vice-president in charge of foreign distribution, and UA Continental manager Charles Smadja. The Italian organization was represented in the negotiations by Angelo Rizzoli and Robert Haggiag.

Rizzoli and Haggiag, who were financially active in the co-production of United Artists' "The Barefoot Contessa," will similarly participate in the co-production of important forthcoming UA releases, it was disclosed by Krim.

Ia.-Neb. Allied Backs National Program

MASON CITY, IA., Nov. 15.—A regional meeting here of Iowa-Nebraska Allied Independent Theatre owners unanimously adopted a resolution reaffirming its support of national Allied's emergency plan to combat allegedly excessive film rentals and shortage of product, according to Charles Jones, secretary.

The resolution also took note that Columbia Pictures Des Moines office would hold a sales meeting in the near future at which the company's sales policies laid down at the current Chicago meeting will be described to the sales force in this territory. It suggested that if and when Columbia adopts a sales policy acceptable to small exhibitors that it be presented first to national Allied representatives who thereafter could call territorial meetings to discuss such policy.

The Iowa-Nebraska meeting was attended by 32 exhibitors.

'Carmen' Grosses $102,000 at Rivoli

"Carmen Jones," 20th Century-Fox's CinemaScope production currently at the Rivoli Theatre on Broadway here, has grossed $102,000 at the end of its second week, the company reports.

The Otto Preminger film registered $54,000 during the first week followed by a second week gross of $48,000. Over this past weekend, the picture took in $23,000, the company said.

All-UA Policy

Mesho Triller's Dominion Theatre in Winnipeg, Man., has switched from a subsequent-run to a first-run policy following its renovation and is launching its new program with 16 consecutive United Artists bills, UA announced.

Fay Baker, 60

Fay Baker, 60, screen actress last seen in "Chain Lightning" and "Notorious," died here on Saturday of a heart attack.

Trip to Africa Is Exhibitor Prize in 'Zanzibar' Contest

Exhibitors in small towns and those in large cities will be able to match their talents with circuit theatre exploiteers in a new national exhibitor showmanship contest being conducted by Universal Pictures in connection with the American release of the J. Arthur Rank Organization production, "West of Zanzibar," it was announced yesterday by Charles J. Feldman, vice-president and general sales manager of Universal.

The prize will be a trip for two to Africa, locale of the picture produced by Rank in association with the Schlesinger Organization of South Africa. The trip being offered to American showmen for the best American campaign on "West of Zanzibar" includes visits to major South African cities as well as to the wild game preserves which provide some of the backgrounds to the picture, which was filmed in Technicolor.

Originality the Prime Test

In announcing the national showmanship competition on "West of Zanzibar," Feldman stressed that every exhibitor in the United States who develops a compaign on the picture will have an equal opportunity to win the prize. He explained that the campaigns and other activity developed by each exhibitor will be judged solely on the originality of the ideas and by the effective way they are developed regardless of the size of the theatre or the status of the exhibitor. Certain basic campaign material will be provided to all exhibitors who play the picture. The judges will consist of the editors of the leading American motion picture trade publications.

Feldman pointed out that this will be the first exhibitor showmanship contest conducted by Universal or perhaps by any other film company where exhibitors in all types of theatres and situations will have an opportunity to compete on equal terms for one big national prize.

The contest will start with the January national release of "West of Zanzibar," and conclude on June 10.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
Color by Technicolor - A Paramount Picture
and SPECTACULAR STAGE PRESENTATION

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Goldenson

(*Continued from page* 1)

who are making a study of the problem."

Another speaker, George Murphy, emphasized the fact that there "is an urgent need for closer liaison between all branches of our industry. Production is on the upbeat and exhibitors may expect more and better product. We have not even approached the peak in the business and I am now more optimistic than ever."

Called Hollywood's "Ambassador of Good Will," Murphy pointed out that "There will continue to be problems for all of us, but they can be solved by men of intelligence and good will sitting around a table."

E. D. Martin, newly elected president of Theatre Owners of America, also spoke.

Martin Decries Shortage

Martin termed the current shortage of motion picture "a very serious thing" and noted the industry will turn out 250 pictures this year.

Goldenson, citing population growth with an estimated increase in the audience potential of 20,000,000 within the next five years, called for effective exploitation of this medium, for here, he went on, "lies the growth factor of our business."

Regarding the product shortage, Goldenson expressed hope that it would be somewhat alleviated by exhibition fostering production through financial aid, by cooperation between exhibition and production and by encouraging foreign production by playing their product whenever feasible.

The film shortage, he went on to charge, "has resulted in exhorbitant film rentals and over-extended playing time. I would like to repeat what I said last year and which still holds true today," he continued. "There is a need for more pictures than we are presently receiving—more pictures released evenly throughout the year—that without adequate product sustenance, our market will shrink and many theatres will close," he warned.

The Association took a strong stand against sex pictures and adopted a resolution protesting their showing.

Another resolution commended the TOA and other producers for plans for independent production to provide more pictures.

Dandelake President

C. A. Dandelake of Tarboro, N. C., was elected president of the association to succeed Howard Anderson of Mullins, S. C. Anderson was named first vice-president and Woodrow Fussell of Bladenboro, N. C., second vice-president.

TOA directors named are H. F. Kincey for North Carolina and Robert Bryant for South Carolina.

Separate Meetings

(*Continued from page* 1)

ers will meet today in a closed session. It is expected that the Allied officials will also discuss their proposed plan to have theatre equipment and supplies manufactured and sold under their own name.

Sam Pinanski, chairman of the trustees of TOA, said at the conclusion of the COMPO conclave, that "TOA officials will meet in his office today." It is expected that the group will also discuss the TOA film finance program and possibly name a fifth member to the TOA finance committee.

Reviews

"So This Is Paris"

(Universal)

UNIVERSAL has taken a story about three American sailors, Tony Curtis, Gene Nelson and Paul Gilbert, on shore leave in Paris, set them on the prowl for women, Gloria De Haven, Corinne Calvet and Mara Corday, and has mixed in a number of lively songs and dances, thereby offering to exhibitors a smart, melodious and upper bracket song and dancefest. "So This Is Paris" is a highly amusing and entertaining comedy. Excellent choreography and songs have been packed into the footage and the net result, which includes 10 melodies, is wholesome and enjoyable.

Produced in color by Technicolor by Albert J. Cohen and directed by Richard Quine from a Charles Hoffman screenplay, most of the numbers are sung and danced collectively, with one or another of the cast stepping out of formation for solo jobs. Newcomer Gilbert, in his first screen role, turns in a terrific solo job that left a preview audience limp from laughing and applauding. Nelson's singing and dancing are enjoyable to see and hear. The big surprise, however, is watching Curtis turn in a deft performance as a song and dance man, his first such role. Miss De Haven, beautifully costumed and proportioned, commands attention when she sings and dances.

The three sailors, while in Paris, visit a left bank bistro where Miss De Haven is appearing on stage and Curtis, after turning on the charm and smiles, dates the entertainer hoping for a wonderful time. Gilbert becomes involved with the bistro's cashier, Miss Corday, and Nelson, alone, goes seeking his evening's enjoyment elsewhere. Nelson, at the conclusion of a song and dance number, runs into Miss Calvet, a chic French heiress, and she invites him to her home for a "proper reward."

The adventures of the group, individually and together, are funny and, at times, sentimental. Curtis discovers that he is in love with Miss DeHaven, who has been leading a double life, one as the French entertainer, and the other as a wage earner for five little orphans. He throws a huge party at Miss Calvet's home in order to raise needed funds for the support of the waifs and all contribute to give the film a smash ending.

Others in the cast are Allison Hayes, Christiane Martel, Myrna Hanson, Ann Codee, Roger Etienne and Arthur Gould Porter. The story was written by Ray Buffum. The choreography was devised by Nelson and Lee Scott with Joseph Gershenson getting credit for the musical chores.

Running time, 96 minutes. General audience classification. Release, in January.

LESTER DINOFF

"Tonight's The Night"

(Allied Artists) *Hollywood, Nov.* 15

THERE'S an Irish jig tempo to this latest British import that will have audiences rollicking with laughter and chuckles from start to finish. Mario Zampi directed his rich Technicolorful production with a keen inner sense of what will tickle the funnybone of American show shoppers. The humorous earthy dialogue, flavored with an understandable Irish brogue that blends with the folksy dress and lore of a small Irish community, will charm the family ticket buyers.

The names of David Niven, Yvonne De Carlo and Barry Fitzgerald will not only look well on the marquee but show up in roles that suit their screen personalities. The surrounding cast, made up of unique Irish types who are seasoned performers, is a noteworthy contribution to the farcical aspect of the film. Topping this group is A. E. Matthews, with a brief but expert portrayal of General O'Leary, old lineal owner of the village, who manages to make some last minute commitments for his will while on his death bed following a hunting accident.

Jack Davies and Michael Pertwee's screenplay follows through with the introduction of Niven to the villagers when he arrives to assume the inheritance left by his uncle. Miss De Carlo, a widow and schemer, falls in with Niven's plan to liquidate the estate and take off for parts unknown. Niven's plan backfires when he disregards the "oral" commitments by his uncle to his loyal servant Fitzgerald and a few of the villagers. The village priest produces a will which supersedes any claim by Niven in view of the unjust respect for his heritage. A great many humorous situations are built around the personal campaigns of a number of the villagers to kill off the new overlord. Fitzgerald and Michael Shepley, ignorant of each other's plan to masquerade as O'Leary's ghost to scare off the nephew, offer some hilarious slapstick that reaches its height at the film's end when the real ghost appears and walks through a wall to prove the legend of "O'Leary Night."

The camera work by Stanley Pavey is first rate.

Put this on your "must" list for top notch escapist entertainment.

Running time, 88 minutes. General audience classification. Release in December.

SAMUEL D. BERNS

O'Neill Canada-U.S. Agent for AB-P

HOLLYWOOD, Nov. 15.—Steve Broidy, president of Allied Artists, today announced the appointment of Terry O'Neill as American and Canadian representative of Associated British-Pathe, with headquarters in the AA New York office. O'Neill is Eastern sales manager of Interstate Television Corp., AA subsidiary.

See $22,000 Record Week for 'Aida'

IFE's film version of "Aida" broke all house records at the Little Carnegie here at the weekend with a gross of $15,790 for four days, it was announced by the distributor. The largest single day business, it was reported, was on Saturday when the box-office registered $5,013. A $22,000 week is anticipated.

Col. Posts

(*Continued from page* 1)

has been appointed circuit account executive. Vincent Borrelli, formerly assistant to the circuit account executives, has been promoted to a circuit account executive.

In addition, Daniel Rothenberg and Milton Goodman have been elevated to the posts of assistants to circuit account executives. Rothenberg has been serving as Josephs' assistant and Goodman previously was in charge of Columbia's 16mm. sales.

It was further stated that Joseph Freiberg, manager of the sales accounting department, will assume supervision of the home office bidding department, and that Maurice Grad, short subjects sales manager, and Seth Raisler, contract department manager, will take on additional important duties.

Italian Film Costs

(*Continued from page* 1)

production in Italy have increased four times. Workers there, he added, are efficient and wages are reasonable, but "talent has initiated demands that are outrageous." Lopert said that on "Summertime," he went over budget by $150,000.

Lopert asserted that he would like to make a picture in the U.S. "just to see how I would do in comparison." He said that "Summertime" cost $1,200,000 to produce. He added that he estimated a good picture could be made in France for between $700,000 and $800,000 and that a good picture could be made here for $400,000 or $500,000; and for $1,000,000 it would be "very good." Lopert said he could have taken over an American company, paid all expenses and "Summertime" would have cost less to make.

AA Coast Dance Nov. 27

HOLLYWOOD, Nov. 15. — The Allied Artists Studio Club will hold its annual fall dinner dance on Nov. 27 at the Starlight Room in the Hollywood Athletic Club. George Smith is chairman of the dance committee. Other members are William Engbertson and Shirley Wilson.

12 Columbia Veterans To Receive Awards

CHICAGO, Nov. 15. — The sales representatives attending Columbia's sales meetings at the Hotel Blackstone will take time out from business sessions tomorrow to honor 12 of their number for 25 years or more service to the company with suitably inscribed silver bowls. The division managers to be honored are Sam Galanty, Mideast; Bob Ingram, Southeast; Harry Rogovin, New England, and Jack Underwood, Southwest. Branch managers receiving the awards are Jimmy Beale, Portland; H. Duvall, New Orleans; Phil Fox, Cincinnati; Saul Trauner, New York, and L. N. Walton, Seattle. Harvey Harnick, sales manager of Columbia of Canada, and branch managers Dutch Levit of Montreal and Abe Cass of Toronto also will receive bowls.

IN THE TRADITION O

GLENN

BARBARA

FORD · STANWY

EDWARD G.

ROBINSON

with Dianne FOSTER · Brian KEITH · May WYNN · Warner ANDERSON • Screen Play by

COLUMBIA'S BIG ONES!

• Based upon a novel by Donald Hamilton • Produced by LEWIS J. RACHMIL • Directed by RUDOLPH MATÉ Color by TECHNICOLOR

Lichtman

(Continued from page 1)

cent Theatre Owners of America convention in the light of grievances expressed there. It was made in consonance with Lichtman's often expressed opinion that the industry can settle its own problems without recourse to the government, an opinion that was forcefully articulated by him at the TOA conventions, as was done also by William Gehring at the Allied convention.

It was stated that Lichtman's announcement of an industry meeting on "mutual problems" was met with enthusiasm at the meeting, attended by Ben Marcus, Allied president, and Abram F. Myers, Allied general counsel. Lichtman, it was stated, made the offer to call such a meeting when the question of holding a Hollywood roundtable conference came up on the agenda. Exhibition representatives at the meeting of the COMPO executive committee and board of directors, held at the Sheraton Astor, were described as having voiced objections to a Hollywood meeting with producers, questioning its value. Exhibitor representatives were said to have declared that they would much rather meet with distribution, company presidents and sales managers, ostensibly to mull over trade practices.

Thereupon, it was stated, Lichtman volunteered to call such a meeting, acting on his own behalf.

Russia Buys 2 Mex. Films With Dollars

Special to THE DAILY

MEXICO CITY, Nov. 15.—Sale of two Mexican pictures to Soviet Export Film, the official Russian picture company, was announced by Peliculas Nacionales, oldtime independent distributor which was recently reorganized for expansion. The price was $12,500 each, paid in American money. Peliculas Nacionales admits the price is low, but stresses that the importance of the deal is that this will really introduce Mexican pictures in Russia. The pictures are to be Russian-dubbed in Moscow.

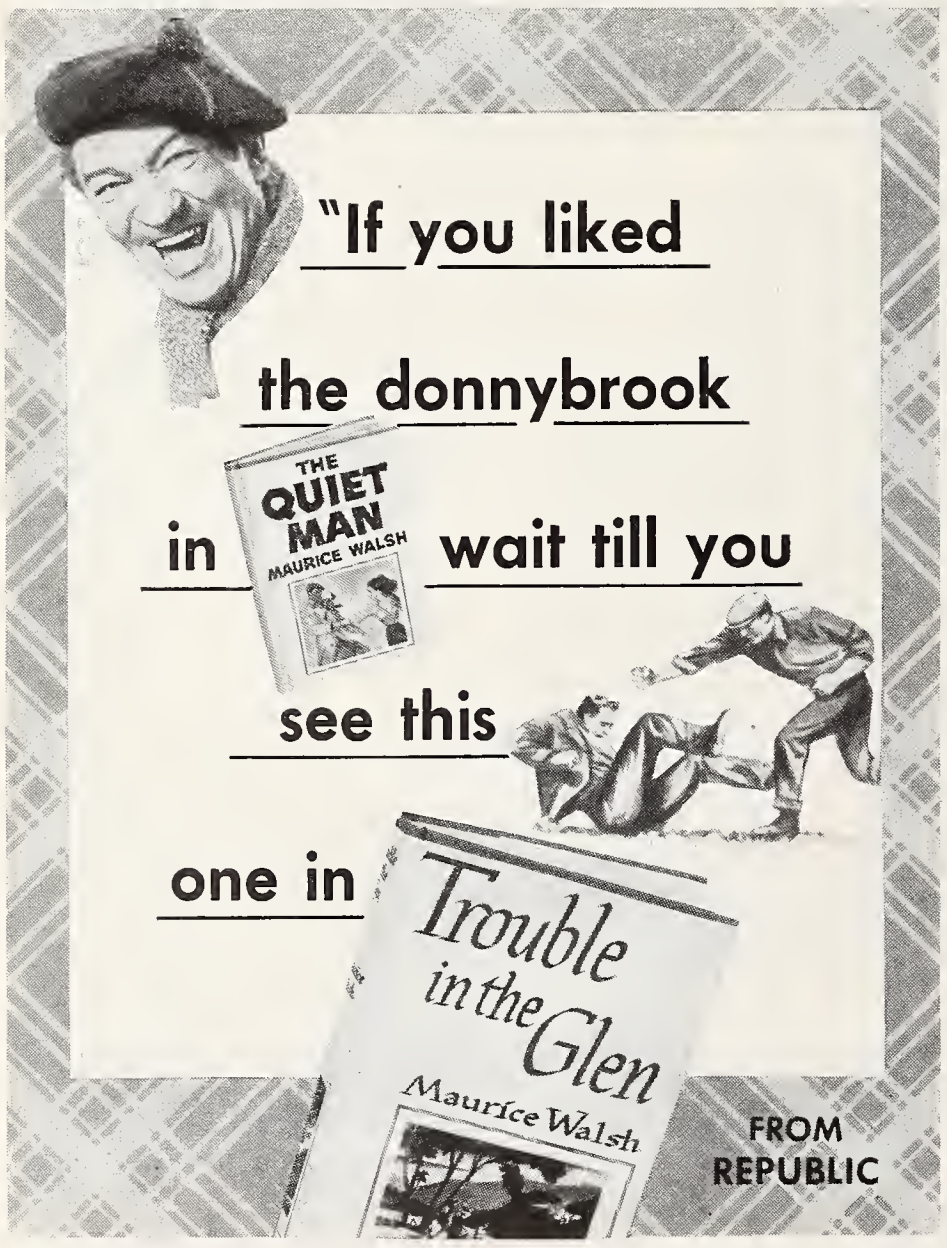
The pictures are "Masclovia" and "Rio Excondido," both featuring Maria Felix, top feminine film box office champion. She is featured in "French Can Can," now in work in Paris. Miss Felix has been contracted for two pictures in Mexico next year by Internacional Cinematografica, Jacques Gelman, its manager, announced.

Film Dividends Up In First 10 Months

Special to THE DAILY

WASHINGTON, Nov. 15.—Publicly reported cash dividend payments of motion picture companies totaled $20,214,000 in the first 10 months of this year, well ahead the $17,501,000 reported in the like 1953 period, the Commerce Department declared.

Commerce said payments last month amounted to $1,241,000, compared with $1,244,000 in October, 1953.



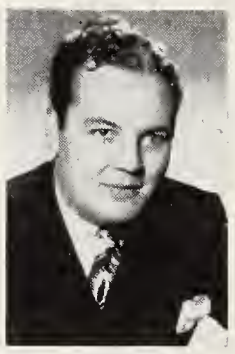
Television--Radio

with Pinky Herman

HANS CONRIED, after a year in the Broadway musical hit, "Can-Can," has returned to Hollywood where he will be starred with Fess Parker and Buddy Ebsen in the forthcoming Walt Disney (land) ABC-TVehicle," Davy Crockett at the Alamo." . . . Julius LaRosa will appear as special guest on Jack Paar's "Morning CBShow" for two weeks starting next Monday. . . . That beautiful red-headed gal, Wendy Waldron, whose appearance as talent scout for a group called The Rover Boys on Arthur Godfrey's CBShow recently, earned her a resounding 'whistling symphony,' will be screen-tested by MGM. This is the gal who was seen with Martin & Lewis in their recent Copacabana engagement. . . . Texas tycoon Jack Wrather, whose firm last September, purchased all rights to "The Lone Ranger," for $3,000,000, last night presided at a meeting of about 100 representatives of affiliated companies, including sponsors, (General Mills and American Baking Co.) the nets, (ABC and CBS) ad agencies, licensees, comic strip and book pubs and Decca Records at which ambitious plans for expanded and aggressive promotion were revealed. It is estimated that about 40 million children and adults see and hear "The Lone Ranger" (which in February will round out its 22nd consecutive year on the air) TVia ABC and CBS and on ABC and Canadian radio nets.

☆ ☆ ☆

That walking encyclopedia of sports facts, Harry (Smiles) Wismer, will be host to Ye Fourth Estaters next week at a cocktail party to celebrate his 20 years on the air. Not only is Harry one of the best all-round sportscasters in the country, but he's also one of the most popular with the ladies and gentlemen of the press. . . . Matthew J. Culligan will head the newly-created post of national sales manager for the RCA-TV network with Roy C. Porteous, supervisor of the sales unit for "Today," upped to succeed Culligan as sales manager for NBC's participating program dep't. . . . Did you know that Gail Davis, star of Du Mont's "Annie Oakley" teleseries, is a real sharpshooter and will make a 43-state tour with a marksmanship troupe in the spring? . . . Newest addition and doing a swell job on the "Red Buttons Show" Fridays at 8 P.M. TVia RCA, is Bill Silbert. . . . TV execs should stop-look-listen to Richard Oneto who warbles "Stranger in Paradise" in the Broadway production "Kismet."



Harry Wismer

☆ ☆ ☆

Jack Lacy, whose platter-WINSpinning daily has been one of the "most listened-to" radio series in Greater New York since 1947, has been signed to another five-year contract. Besides being one of the best authorities on pop music in the East, Lacy is also a top-notch emcee and is capable of turning in a masterful job as quiz-master for TV audience-participation shows. . . . "Best Foot Forward," the musical comedy about college life which had a most successful Broadway run several seasons ago, will be telecast this Saturday by producer Max Liebman (RCA-TV 9:00 P.M.) and will co-star Robert Cummings and Marilyn Maxwell and will introduce England's newest musical comedy star, Jeannie Carson. . . . George Q. Lewis, director of the Comedy Workshop and Bill Treadwell, director of the Museum of American Comedy, will tell New Yorkers, via Phil Tonken's "Man from Times Square" WOR program, the what, why and wherefore of the art of "laugh-making," next Monday night at 9:00. Phil's daily (2:30-5:00 P.M.) recorded musicales are WORshipped by Tin Pan Alley's contactmen (songpluggers).

Jack Lacy

☆ ☆ ☆

Lawrence (Larry) Menken, who at 42 is the author of over 300 original TV dramas and has produced another 500, has moved from WOR-TV to Guild Films where he'll head that firm's expanding program schedule as director of programs. Menken is also co-author of the Hollywood hits, "Possessed" and "Johnny Belinda." . . . A most interesting half-hour audience-participation program is "Finders Keepers," emceed by Fred Robbins, sponsored by Coca-Cola and produced by Talent Associates every Thursday from 7:30-8:00 P.M.) TVia Du Mont.

Star Poll

(*Continued from page* 1)

it would not veto the group insurance plan if other member COMPO organizations thought it desirable. A committee will be appointed to report on public liability insurance rates.

A report was rendered on efforts to produce a TV "spectacular" promoting the motion picture industry, with sentiment being voiced that the project is available for possible programming by any network. This project was declared "very much alive."

The audience poll will proceed without any TV tie-ups as originally planned in view of the disinclination of distributors to pay the cost of such shows.

Dues Campaign Postponed

The COMPO dues campaign was postponed until next May or June.

The Southern California Theatre Owners of America was delegated a representative on COMPO's board of directors, with Harry C. Arthur named as the SCTOA representative.

The national audience poll envisions theatre patrons selecting the best picture of the year, the best actor and actress and top selections in other categories.

Al Lichtman, COMPO co-chairman, reported on the recent meeting he attended of sales managers, advertising and publicity directors and officials of Theatre Owners of America, at which time means were explored of expanding theatre attendance. It was then decided to include the poll project in the over-all program of finding ways and means of capturing a greater share of the public's amusement dollar. The over-all program, which will be explored by a committee, will encompass setting up a budget for the work, seeking new and more effective means of advertising, as well as previously mentioned areas.

According to a COMPO representative attending the closed session, the toll TV issue did not come up for discussion on the agenda, although he acknowledged "informal talks" on the subjects were held among some COMPO representatives.

Robert Coyne, special COMPO counsel, in his address was said to have described how the all-industry organization functions to integrate information, protect the industry and inform it of developments. He also was said to have urged the representatives to be alert against the imposition of taxes.

Two By-Law Changes

There was a change in the by-laws of COMPO, it was stated, to "legitimize" the rule by a three-man committee, in addition to a by-law change decreasing the number necessary for an executive committee quorum from 15 to 10.

Those attending the meeting included: Sam Pinanski, Herman Robbins, Mrs. Alice N. Gorman, Ralph W. Russell, Paul W. Lyday, Col. H. A. Cole, Ben Berger, Ellis Arnall, Julius Gordon, Robert J. O'Donnell, Abram F. Myers, Abe Barenson, Ben Marcus, Morey Goldstein, Nat Yamins, Rube Shor, Carlton Duffus, Leonard Gordon, Howard Bryant, Ray Colvin, Oscar Doob, Harry Mandel, D. John Phillips, Emanuel Frisch, Ben Shlyen, Michael Mayer, Sidney Schreiber, Harry Brandt, Charles E. McCarthy, Stanley Prenosil, Ralph Hetzel, Arthur L. Mayer, Ed Lachman, Harold Rinzler, Robert J. Rubin, Albert W. Sindlinger, Bruce Balaban, Leo Brecher and Harold Saxe.

COMPO Reports Changing Trade Pattern

(*Continued from page* 1)

McCarthy, information director, of the COMPO organization.

One of the most revealing disclosures in the report is the rise from 300 to 4,050 in drive-in operations during the last eight years. This is held primarily responsible for the seasonal reversal in motion picture attendance, which now reaches its peak in the months of July, August and September. Drive-in attendance has accounted for nearly half of the motion picture attendance during the months of July and August from the years 1952 through 1954, according to the report.

Another significant development is the wide quarterly swing now taking place in theatre attendance. Whereas attendance was fairly constant at all seasons of the year from 1946 to 1948, with a variance of only plus or minus 10 per cent from the yearly average, wide swings have developed in recent years, the variances in the quarterly figures from the year's averages running over 50 per cent. The increase of nearly 3,000 active theatre operations during the summer months, mostly drive-ins, is given as the reason.

The report states that with motion picture attendance now reaching its peak in the third quarter, and the increasing percentage of week-end attendance at other seasons of the year, "changes in production schedules and programming are indicated."

Week-Day Attendance Off

"Exhibitors are also confronted," the report points out, "with the necessity of devising ways and means of stimulating week-day attendance and developing a regular movie-going habit among the younger generation and those who have been temporarily diverted to other forms of entertainment."

The statistical summaries published in the report show that the downward trend of theatre attendance and earnings, which began in 1946 and was accelerated by television competition and the closing of more than 6,000 theatres under the impact of high Federal admission taxes in the next seven years, leveled off in the first quarter of 1954. In the second quarter of 1954, when the lower Federal admission taxes went into effect, there was a sharp upturn, the weekly average of admissions rising to 47,200,000 as against 35,100,000 in the first quarter and 43,900,000 in the second quarter of 1953. For July the weekly attendance figure had risen to 72,500,000, with a further increase to 80,100,000 in August, or approximately the same figures recorded in 1946-48 for the same two months.

Theatre earnings kept pace with the growth in attendance. On the basis of preliminary June-September, 1954, gross the annual rate is $1,191,200,000, which would be $183,700,000 more than in 1953, or an increase of 18.2 per cent. From preliminary figures, it appears that the increase would be divided as follows: $124,400,000, or 68 per cent from Federal admission tax relief, and $59,300,000, or 32 per cent, from increased attendance.

During the period of inflation, the average admission price for a ticket, including the Federal admission tax, but not state or local admission taxes levied, increased from 42 cents in 1946 to 50.61 cents in 1953. This was an increase of 8.61 cents, or 20.5 per cent. Although the average admission price, a theoretical figure derived by simply dividing the total gross by the number of admissions, increased 20.5 per cent between 1946 and 1953, the actual average price of a ticket to the average U. S. motion picture theatre had increased only by about 12 per cent.

The reason for the difference, the report says, lies in the fact that during recent years attendance decline on a national basis has been greater in lower priced theatres, and at times of day or week when admissions are normally lower.

Prices Decrease Slightly

A comparison and analysis of average admission prices between the second quarter of 1953 and the second quarter of 1954, which shows a drop of about half a cent in the average price of a ticket, indicates that a portion of the Federal tax saving was passed on to the public.

In the second quarter of 1953, the average admission price was 47.85 cents, of which 7.96 cents represented Federal tax, and 39.89 cents was net to the theatre. In the second quarter of 1954, the average admission price had dropped to 47.33 cents, of which 3.28 cents represented the Federal tax, and 44.05 cents was net to the theatre. This represented a gain of 4.16 cents, or 10.4 per cent, in the theatre's net, but if all of the tax saving had been retained by the theatres, the percentage increase in the theatre's net would have been 12 per cent.

Texas Has Most Theatres

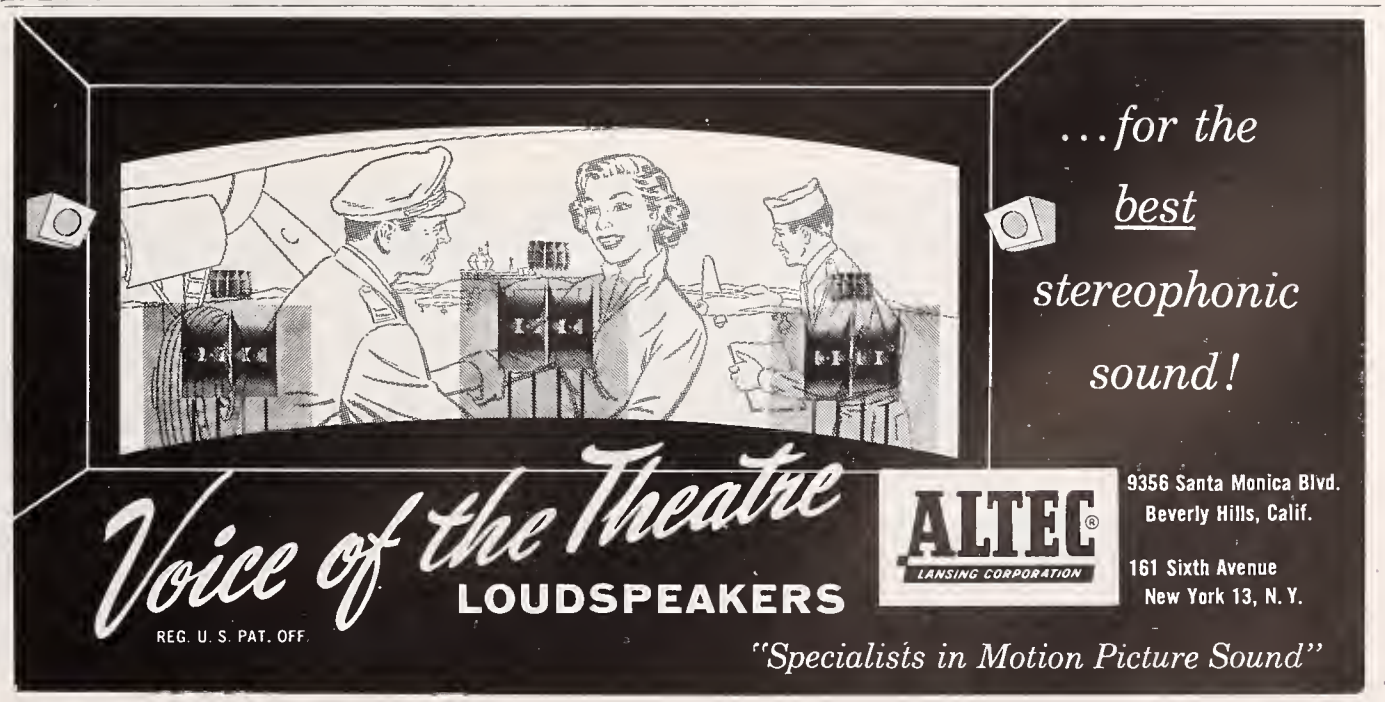
The number of active theatres in the United States on August 3, 1954, as shown in the report, was 18,351, of which 14,301 were conventional four-wall theatres and 4,050 were drive-ins. Texas led all states in the number of theatres with 1,362. Pennsylvania had 1,095; New York, 1,091 and California, 1,064. Nevada had only 43, Delaware 44 and Rhode Island, 46.

An analysis of four-wall and drive-in operations shows that the average weekly gross of the four-wall theatre is higher in proportion to attendance than the drive-in theatre.

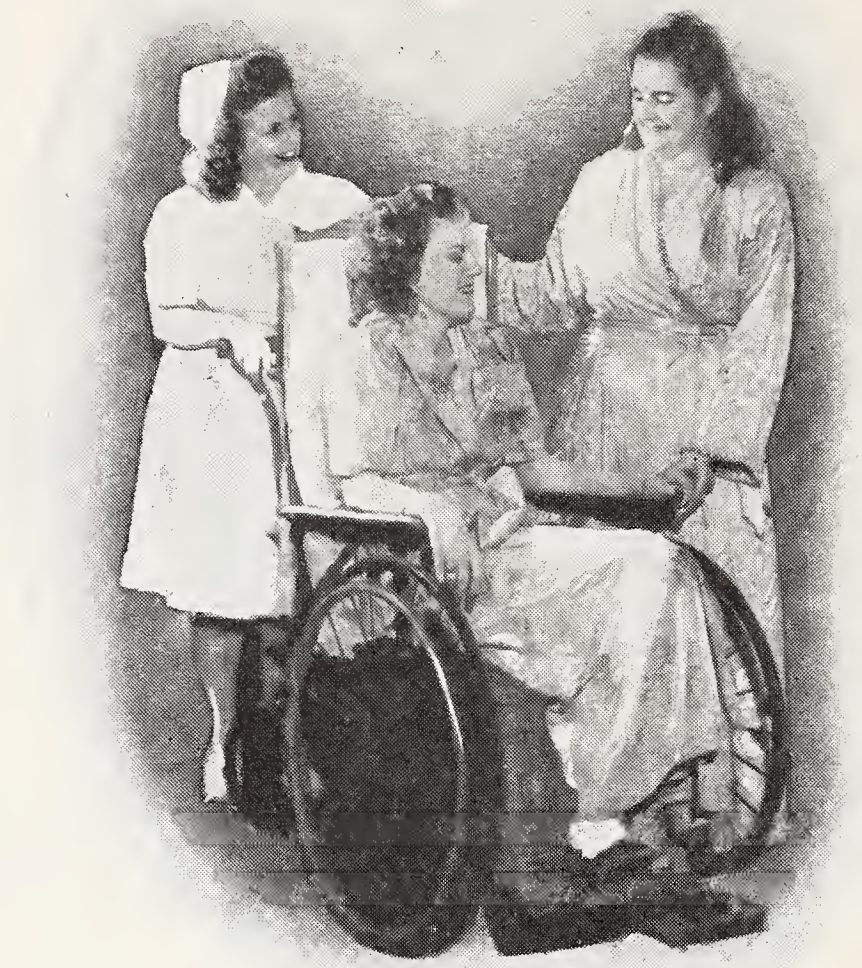
Federal tax relief, the report shows, has not only resulted in higher theatre attendance and earnings but has checked the alarming trend of theatre closings. The average number of monthly closings increased from 35 in 1946 to 107 in 1953, and reached a high of 149 in the first two months of 1954. During April, May and June, the first three months of tax relief, a total of 351 theatres closed, but in the same period 169 closed theatres reopened, so there was a net loss of only 182 in the second quarter.

An analysis of the 6,047 theatres which closed between 1946 and 1953 showed that 1,962 or 32 per cent, were located in communities where there was no television or in communities prior to the advent of television. And of the 4,085 closings in television communities, 2,361, or 58 per cent, were closed at a time when their losses were less than the amount paid by them in Federal admission taxes.

"It is therefore a conservative conclusion," the report says, "that had the admission tax been repealed in 1950 when television was beginning to expand in certain markets, at least 50 per cent of the theatres that closed in those markets would still be operating."



THINK OF THE *Good* YOU CAN DO WITH *One* HOUR'S PAY



If you could help save a life by working ***one hour,*** you'd ***do*** it, wouldn't you? That's what you, and all other Industry Employees are asked to do in the Annual Christmas Salute—to give at least one hour's pay each year to your Will Rogers Memorial Hospital.

By doing this you help provide a haven of healing; of TB care and Research, for your friends, for your family, and for yourself.

Give to the Christmas Salute—NOW!

Something to be Grateful for...

At this Thanksgiving Season, let us be grateful that there IS a Will Rogers Hospital — that WE own it — where we can conduct TB Research, and where we can heal tuberculosis at NO CHARGE TO PATIENTS

Your Hospital

Located at Saranac Lake, N. Y., your Will Rogers Memorial Hospital has maintained an average rate of TB healing of 90%-*plus* of all its cases. More than *twelve hundred* cures have been attained. It's Insurance for you — and Assurance for all in the

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Christmas **SALUTE** *to Patients*

Variety Clubs **WILL ROGERS MEMORIAL HOSPITAL** *Saranac Lake*

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N.Y.

Will Rogers Hospital gratefully acknowledges contribution of ad production by Universal Pictures Company, Inc., and of space by this publisher

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 95 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 17, 1954 TEN CENTS

Officers Elected

$10,000,000 Capitalization For TOA Firm

To Be Called Exhibitors Film Financial Group

Theatre Owners of America's sponsored film finance company, to be called Exhibitors Film Financial Group, Inc., will have a capitalization of $10,000,000, it was announced here yesterday by TOA general counsel Herman Levy.

Myron Blank

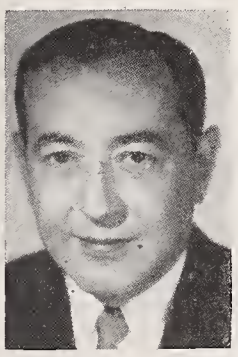
Levy, reporting on a meeting of TOA leaders in New York on the plan to promote independent production, said that incorporation papers for the new company will be filed in Delaware today. Temporary officers of the new corporation, Levy continued, will be headed by Sam Pinanski, selected as president.

Other temporary officers and directors were stated as follows: John

(*Continued on page 6*)

Schimel Heads FJP Amusements Groups

Adolph Schimel, vice-president and general counsel of Universal Pictures, was named chairman of the amusements divisions of the 1954-1955 fund raising drive of the Federation of Jewish Philanthropies of New York as representatives of various branches of the division met at a luncheon at the Hotel Piccadilly here yesterday to map campaign plans.



Adolph Schimel

According to Joseph Willen, executive director of Federation, the campaign goal this year is $16,950,000 or $1,950,000 extra to close the gap between income and human needs;

(*Continued on page 6*)

Allied Equipment Meet in 2 Weeks

Plans to have theatre equipment and supplies manufactured and sold under Allied States Association's own label will be discussed at a special meeting of Allied officials within a couple of weeks, Allied president Ben Marcus said here yesterday.

Marcus, extending his visit to New York, said that Allied leaders met here following the meeting of the Council of Motion Picture Organizations conference. Abram F. Myers, Allied general counsel, returned to Washington yesterday, he added. Yesterday's meeting was described as a meeting of Allied's Emergency Defense Committee and of Allied COMPO delegates by Marcus.

Col. Plans to Finance Plays

A new company policy, under which Columbia Pictures will become an important factor in the financing of plays with a screen potential was announced by Harry Cohn, president and head of production, as a major part of the company's expanding program.

The new Columbia plan was activated at a recent series of meetings in Hollywood between Cohn, executive producer Jerry Wald and home office executives from New York including Columbia's Eastern story editor, Albert Johnston.

Immediately following the decision to implement this policy, Cohn went East to begin looking over the present available play properties, and Arthur

(*Continued on page 6*)

See Solution to Problems

HAIL LICHTMAN'S CONFERENCE PLAN

Leaders Rally to Proposal; Could Stave Off Bid to Government; See Trust Law Issue

By MURRAY HOROWITZ

Exhibition here yesterday roundly endorsed the offer to call a round-table industry conference on mutual problems, made here Monday by Al Lichtman, 20th Century-Fox distribution director.

Ben Marcus, Allied States Association president, said that his organization is "very, very favorable" to the proposal.

Sam Pinanski, speaking for Theatre Owners of America, called the offer a "constructive" approach to industry problems. Similar reactions were expressed by Harry Brandt, president of Independent Theatre Owners of America, and Emanuel Frisch, president of Metropolitan Motion Picture Theatres Association, both New York organizations.

Meanwhile, Lichtman, the author of the proposal to call a meeting of film company presidents, sales managers and exhibition leaders in New York "in the near future," expressed assurance that film companies would welcome the move. Lichtman, however, raised the question of whether film companies' lawyers would permit such an industry-wide meeting, adding that he, as yet, had not resolved that question.

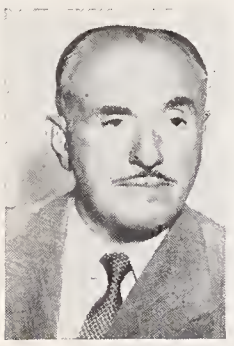
Lichtman's reference to the lawyers was in regard to what may be their feeling that such a meeting may be contrary to the anti-trust laws. He went on to state, however, that even if such a meeting may not be called, individual companies, including company presidents, would welcome a meeting with exhibition leaders, conferring with them separately.

Allied president Marcus, when asked

(*Continued on page 7*)

21 Independents Financed by WB

HOLLYWOOD, Nov. 16. — The financing of independent production is "nothing new" to Warner Brothers, said Jack L. Warner, executive producer of the company, in a statement issued today. "We have always done it and will continue to do so, he added.



Jack L. Warner

Warner stated that his company now is financing a record number of independent productions, has many more such deals in progress and stands ready at any time to give consideration to others.

Affirming that Warner Brothers has aggressively sought to attract and finance quality independent produc-

(*Continued on page 6*)

"Desiree"

(*20th Century-Fox*)
(CinemaScope)

EXCELLENT performances by Jean Simmons and Marlon Brando, top production and direction by Julian Blaustein and Henry Koster, respectively, make this 20th Century Fox CinemaScope production a top box-office contender. Exhibitors should be able to realize healthy grosses from this De Luxe color film. Academy Award winner Daniel Taradash's screenplay has been taken from Annemarie Selinko's best-selling novel about a romance between Napoleon Bonaparte and Desiree Clary in the years following the French Revolution, during the reign of the little general as dictator of France and until his exile to St. Helena.

The combination of Miss Simmon's deft portrayal as the gay, young Desiree who falls in love with the citizen general and is subsequently jilted by him for Josephine and power, and Brando's impressive characterization as Napoleon, plus Merle Oberon's portrayal as Josephine,

(*Continued on page 7*)

SIMPP Favors Toll Television

The Society of Independent Motion Picture Producers remains as an organization in favor of toll television, it was disclosed here by Ellis G. Arnall, SIMPP general counsel.

Arnall, here to attend the recently concluded meeting of Council of Motion Pictures Organizations, referred to the previously announced SIMPP position when asked how his organization stood on the issue. Arnall added

(*Continued on page 6*)

Personal Mention

WILLIAM B. ZOELLNER, M-G-M head of shorts and newsreel sales, will return to New York on Friday from Cleveland.

•

JERRY EVANS, Universal Pictures home office promotion representative, left last night for Boston enroute to Cleveland and Chicago.

•

ALBERT ALLEN, secretary of Technicolor, Ltd., and LESLIE W. OLIVER, plant manager, have arrived here from London via B.O.A.C. Monarch.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, is in Boston from New York.

•

BOB HOPE, who returned to New York from England yesterday, will leave here today for Hollywood.

•

PAT DUGGAN, producer, and MICHAEL CURTIZ, director, will return to Hollywood today from New York.

•

MIKE SIMONS, in charge of M-G-M customer relations, will return to New York today from Indianapolis.

•

PATRICIA CUTTS, British actress, will arrive here today from London by B.O.A.C.

•

NINA FOCH has arrived in Hollywood from New York.

•

ALFRED CROWN is in London from New York.

Gene Tunick Named UA Phila. Manager

PHILADELPHIA, Nov. 16.—Gene Tunick has been appointed branch manager of United Artists' exchange here and will serve under the supervision of Eastern and Southern division manager Milton E. Cohen and Eastern district manager John Turner, it was announced by B. G. Kranze, general sales manager for United Artists.

The appointment of Tunick, who was formerly associated with a number of UA's current executives in his posts as Indianapolis and New York branch manager for Eagle-Lion, will become effective on Nov. 29.

Tunick is replacing Mort Magill, who resigns as of Nov. 26.

Burton Aids Sale Of 20th's 'Prince'

A program of radio appearances and press interviews has been scheduled by 20th Century-Fox for Richard Burton, who is currently in New York for advance promotion on "Prince of Players" in CinemaScope.

The star met with representatives of the trade press and fan magazines in a luncheon press conference at the Plaza Hotel yesterday. Burton also will join with other prominent show business figures at the Command Performance of "Desiree" tonight at the Roxy Theatre. He sails for England aboard the S.S. Liberte on Nov. 20.

Eastman 3rd Period Earnings Up 51%

Eastman Kodak Company's third-quarter sales showed an improving trend and in total almost equaled the high level of the 1953 third quarter. Net earnings in the quarter showed a gain over the 1953 figure. This statement was made by Thomas J. Hargrave, chairman, and Albert K. Chapman, president, yesterday, following a meeting of the company's board of directors.

Sales in the third quarter were $152,714,860 or just two-tenths of one per cent below $152,958,756 for the corresponding 1953 quarter. Consolidated net earnings were $18,824,501, up 51 per cent over the $12,434,802 in the 1953 quarter. Third-quarter earnings equaled $1.07 per common share in 1954 on 17,402,261 shares outstanding compared with 71 cents in 1953 on 17,374,496 shares.

Sales Off 1.9%

Sales of $430,846,922 for the 1954 three-quarters (36 weeks ending Sept. 5) were off 1.9 per cent compared with $439,340,926 for the same period last year.

Earnings before taxes for the three-quarters were $100,458,076, down 11 per cent from $112,949,175 for the same period in 1953. After taxes net earnings for the three quarters were $46,958,693 or $2.68 a share. This compares with $34,966,635 or $1.99 a share a year ago.

The increase in net earnings was due primarily to the removal of the excess profits tax, Hargrave and Chapman said.

The board declared a cash dividend of 50 cents a share and an extra dividend of 20 cents a share on the common stock and the regular 1½ per cent dividend ($1.50) on the preferred stock. Both dividends will be paid on Jan. 3, to shareholders of record on Dec. 3. The total cash dividends per share declared on the common stock in 1954 amounted to $2.05. This is 20 cents more than in 1953.

Additional Dividend Declared

In addition, the board declared a stock dividend of five per cent, or one share for each 20 held, on outstanding common shares. The stock dividend is payable on March 21, to shareholders of record Feb. 7.

The directors voted a wage dividend for employees estimated at $23,500,000 for about 53,000 employees in the U.S. The wage dividend is deductible in computing the company Federal income tax.

Schaefer-Gunzburg Hearings Set Jan. 3

HOLLYWOOD, Nov. 16.—George J. Schaefer's suit against Milton L. Gunzburg for 50 per cent of profits made by the latter from the Natural Vision process is scheduled for pretrial hearings Jan. 3. Schaefer, who was Eastern representative for Gunzburg from the time when the latter's three-dimension process was first offered the industry, based his suit for half of the Gunzburg profits on a contract the latter made with him before any producer decided to utilize the Gunzburg system.

Gina Bags 2 Covers With Same Face

Although I.F.E. admits its research is not completed it points pridefully to what it believes to be a "first" for any film personality — Gina Lollobrigida's picture on the covers of both "Life" and "Look" concurrently.

Barrymore Funeral Tomorrow on Coast

Special to THE DAILY

HOLLYWOOD, Nov. 16.—Funeral services for Lionel Barrymore, 76, who died last night following a one-day illness, will be held at 10 A.M. Thursday in Calvary Cemetery Chapel, Los Angeles. Burial will be in the crypt beside his late brother, John, and his wife, the former Irene Fenwick, who died in 1936. Barrymore died Monday evening in Valley Hospital, where he had been taken after being stricken Sunday evening with what his doctor called a "congestive heart condition."

Among honorary pall bearers are Lew Ayres, Clarence Brown, Frank Capra, J. C. Cohn, George Cukor, Gene Fowler, Clark Gable, Bob Hope, E. J. Mannix, Louis B. Mayer, Matt Moore, Charles Moskowitz, George Murphy, Reginald Owen, Walter Pidgeon, Mickey Rooney, Dore Schary, Joseph Schenck, Nicholas Schenck, Marvin Schenck, David O. Selznick, Cameron Shipp, Louis K. Sidney, Robert Taylor, Benjamin Thau and Darryl F. Zanuck.

Film Council Hails Jeffers-Case Edict

HOLLYWOOD, Nov. 16. — The AFL Film Council unanimously adopted a resolution hailing as a "great victory for all anti-Communists within organized labor" the recent Superior Court decision by Judge Allen W. Ashburn in which he found that Conference Studio Unions, which spearheaded the studio strike in 1946, was "not only Communist-inspired" but was "Communist-dominated."

Judge Ashburn's statement was made in a decision upsetting the $35,000 damages award made in the case of Michael Jeffers against the Screen Extras Guild and granting the SEG a new trial.

Report $163,623 Net By Cinerama Prods.

Cinerama Productions yesterday reported a net profit of $163,623 for the period from Nov. 1, 1953, to Sept. 26 last. Income amounted to $580,692.

Stockholders will meet here on Dec. 7 to elect five directors, approve the termination of Merian C. Cooper's employment agreement, approve and ratify Louis B. Mayer's employment agreement and for a stock arrangement and bank loan guarantee by Mayer, ratify stock option arrangements for certain officers and to approve other acts and proceedings of the board of directors.

Indiana Allied Greets M-G-M's Workshop; Simons, Austin Heard

INDIANAPOLIS, Nov. 16. — M-G-M's ticket-selling workshop received an enthusiastic reception from 300 exhibitors at the opening of the Allied Theatre Owners of Indiana convention in the Marott Hotel here today.

"In towns where movie houses have gone out of business, the chief sufferers have always been the merchants in the vicinity of the theatre," Mike Simons, director of customer relations for M-G-M, told the meeting in stressing the direct effect of theatre prosperity on general business.

Clumb a Speaker

"Whole communities of business men have banded together to reopen closed theatres lately to regain patronage lost when the movie traffic ceased," Simons said.

Ervin J. Clumb, Milwaukee exhibitor, and L. J. Williams, of Union, Mo., spoke on ticket-selling ideas in large and small towns, respectively.

Emery M. Austin, M-G-M's director of exploitation, outlined a program for exhibitors, assisted by E. C. Pearson, M-G-M field representative in the Cleveland district, and Jerry Allen, of Indianapolis. John J. Maloney, central division manager of M-G-M, also took part in the discussion. Foster Gauker, M-G-M branch manager here, presided.

Wayne Bodkin, advertising manager of the Munci "Star," conducted a forum on motion picture advertising in newspapers.

Gov't 16mm. Case Put Over Until Nov. 29

HOLLYWOOD, Nov. 16.—Federal Judge Harry C. Westover today put over until Nov. 29 consideration of motions pending in the government's 16mm. anti-trust case against 12 defendants. On that date the government will object to admission of minor questions in defense interrogatories, on grounds of immateriality, and defendants will move for the court to order the government to present its case first, instead of simultaneously with the defense as currently instructed.

Blumberg Suffers Mild Attack Here

Nate J. Blumberg, Universal Pictures board chairman, suffered a mild attack yesterday and was removed to Doctors Hospital where he was reported resting easy last night.

Blumberg has been here from the Coast for the past several weeks for a periodic home office visit.

World Tour for Ava

Ava Gardner will embark on a world-girdling publicity tour in behalf of her latest film, Joseph L. Mankiewicz's "The Barefoot Contessa," it was announced by United Artists. Miss Gardner's global tour will be launched on Thanksgiving Day when she flies from Hollywood to Tokyo.

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Capitalizing

(Continued from page 1)

Rowley, vice-president; Myron Blank, secretary; L. S. Hamm, treasurer, and E. D. Martin, Walter Reade, Jr., and Alfred Starr, directors in addition to the four previously mentioned officers who will also serve as directors.

Plans are being made, Levy went on, to file the necessary papers with the Securities and Exchange Commission whose permission is needed for the sale of stock. Levy pointed out that the present officers and directors are temporary in that after the stock is sold, stockholders will elect their own officers and directors.

All Exhibitors Welcome

Levy reiterated that the plan, as well as subscription to the stock, will not be confined to TOA members but will be open to participation from all exhibitors.

The meeting was attended by Rowley, Pinanski, Reade, Martin, Ben Trustman, Boston attorney who drew up the incorporation papers, and himself, Levy stated. The TOA counsel said that a fifth trustee had not been named as yet. Trustees Blank and Rowley, who were not in attendance at the meeting, were said to have been in communication by phone during the day on the project.

SIMPP Favors

(Continued from page 1)

that exhibitors own and operate television stations, arguing if exhibition can utilize television profitably, why shouldn't producers have the same opportunity?

SIMPP's position was considered one of the reasons why the toll TV issue was not taken up formally at Monday's meeting here of the COMPO executive committee and board of directors. It was known that exhibition representatives of Theatre Owners of America and Allied States Association broached the topic informally at the meeting, voicing sentiments in opposition to toll TV. However, the nature of the issue, with division in sentiments apparent, was felt to make it an issue outside the province of COMPO.

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Projection Standardization Not Near, Carolinians Told

Special to THE DAILY

CHARLOTTE, Nov. 16.—The motion picture industry is no nearer standardization of projection systems today than it was when old standards were first upset, Herbert Barnett, president of the Society of Motion Picture and Television Engineers, said here today. Barnett, speaking to exhibitors at the Annual Convention of the Theatre Owners Association of North and South Carolina, said differences of opinion in major studios were helping to prevent standardization. "But we must stabilize," he said, "and we must do it in such a way that we will not stifle new developments. We must leave the door open."

Jack Braunagel, Kansas City authority on theatre operations, advised the exhibitors to "Treat their customers like guests".

"Let us clean up our theatres," said Braunagel, "and keep them clean so our customers, like guests, will come back." He added that operators should try to keep theatres quieter so patrons could hear as well as see.

The exhibitors, who ended their convention today, were also addressed by Hal R. Makelim, who told of his plan for producing more pictures, "I do not expect you to pay more than 25 per cent of the gross for a picture," said Makelim, and added, "You will share in the profits of the picture." He told the exhibitors that he would begin production when he had received enough signed contracts. He has already signed up a number of Carolina exhibitors.

M-G-M held a special screening of "The Last Time I saw Paris" for delegates this morning. George Murphy, M-G-M star, who was one of the principal speakers yesterday at the convention, also was on hand to greet theatre owners attending the showing of the Technicolor attraction. Additionally, Murphy was special guest at a luncheon for the wives of the theatre men.

Warners

(Continued from page 1)

tions, Warner cited a list of 21 such pictures on the current slate of the organization.

Included on the list are: "A Star Is Born," "Young at Heart," "Mr. Roberts," "Moby Dick," "Giant," "Dragnet," "Pete Kelly's Blues," "Track of the Cat," "Blood Alley," "Drum Beat," "The Silver Chalice," "Land of the Pharaohs," "The Spirit of St. Louis," "The Old Man and the Sea," "Adam and Eve," "The Animal World," "Daniel Boone," "Sincerely Yours, Liberace," "The Lion's Share," "The Darkest Hour" and "The Quality of Mercy."

Schimel in FJP Post

(Continued from page 1)

there are 116 medical and social welfare agencies, hospitals, child care and family service agencies, projects for the aged, community centers and camps, religious education, vocational guidance and rehabilitation services deriving support from Federation's campaign.

Harry Brandt, chairman of the amusement division in last year's campaign, presented Schimel as the chairman of this year's drive. Also on the dais were S. H. Fabian and Sam Rosen. Plans were discussed for an industry-wide function to be held in January.

Participants in yesterday's luncheon included representatives of the motion picture industry, the legitimate theatre, television, radio and the music world. Among those who attended were Charles Alicoate, Charles Boasberg, William G. Brenner, Irving Caesar, George F. Dembow, Walt Framer, Leon Goldberg, Irving Greenfield, Carl Haverlin, Edward L. Hyman, Arthur Israel, Jr., Saul Jaffee, Malcolm Kingsberg, William Koblenzer, Arthur Levy, Lawrence Lohman, Samuel Rinzler, Harold Rinzler, Russell Sanjek, Herman Schlier, Eddie Solomon, Solomon Strausberg and others.

Finance Plays

(Continued from page 1)

Kramer, Columbia's Hollywood story editor, will fly to New York next weekend to work with Johnston to set up operation of the new plan.

Cohn said Columbia will not confine its search to plays by "name" authors but will seek properties with a screen potential by new and unknown writers as well.

"Facilities for financing will be made available by Columbia for the right properties," Cohn stated, "both on Broadway and abroad. We feel there is a great deal of undiscovered material in New York, London, Paris, Rome and other world centers of culture, which has not yet been tapped by Hollywood. We will make every effort to discover and utilize this material."

Follows Fund Announcement

Inauguration of this new phase of the company's operation follows close on the heels of Cohn's announcement of the allocation of a $10,000,000 fund to augment Columbia's financing of independent film productions, and the studio's offer to these independents of full studio facilities, both physical and in manpower.

Moss Hart and Col. In Three-Film Deal

Moss Hart has signed a three picture writing deal with Columbia Pictures. Harry Cohn, president of Columbia, announced in New York yesterday that Hart's first screenplay for the company will be "The Eddie Duchin Story," based on the life of the pianist and bandleader.

Hart will go to Columbia's Hollywood studio in a few days to discuss "The Eddie Duchin Story" with director George Sidney. Sidney has has been borrowed from Metro-Goldwyn-Mayer. It is the first time Sidney has been loaned by M-G-M in his 22 years with that company. Jerry Wald will produce.

National Pre-Selling

Introducing: "The Lady and the Tramp"

IN a unique, two-page editorial spread in full color, the December issue of "Woman's Home Companion" introduces to its 12,000,000 women readers the new Disney characters starring in the forthcoming cartoon feature "The Lady and the Tramp." It consists of a series of 10 color stills with a running story in captions. Alert theatre managers will obtain a copy of that issue and display it, opened at that spread, on their "coming attractions" lobby stands or wall cases.

•

The advance promotion campaign for "20,000 Leagues Under the Sea" is under way in many directions. Merchandising and advertising tie-ins include: Botany "500" men's coats and Van Heusen shirts, the campaigns for which feature Kirk Douglas and a plug for the picture. Botany will run a full-page, national magazine ad; similarly, Timex Watches will run a full-page in Life featuring James Mason. A series of other tie-ins have been arranged.

Meanwhile, the magazine campaign for "20,000 Leagues" commenced in the Nov. 16th issue of Look with a two-page, full-color spread to be followed by a four-color full-page in the Dec. 13th issue of Life and a four-color full-page in the Dec. 24th issue of "Colliers." Pre-selling at the local level will be stimulated by an ad in the Dec. 12th issue of This Week, Sunday newspaper supplement, and by an outdoor showing of 1,100 28-sheet posters in "Day-Glo" full color, in strategic positions from coast to coast.

•

Ed Miller, motion picture editor of "Seventeen," has selected "A Star Is Born" as the pieture of the month for November.

•

Prominent mention is given to "Vera Cruz" in the November issue of "American Magazine." Two striking full color photos are used to illustrate the review in this issue.

•

"Time" Magazine, in its current issue, calls Columbia's "Don't Say It" slogan "Phffft" sensible advice." Topping off a highly laudatory review, the magazine hails Judy Holliday and Jack Lemmon as the "smoothest new comedy team in show business."

•

"Suddenly," "Sabrina," "Dragnet" and "Rear Window," are among the pictures recommended by Florence Somers in the November issue of "Redbook."

WALTER HAAS

People

Charles S. Steinberg, associate Eastern publicity director of Warner Brothers here, has received his Ph.D degree from N.Y.U. for his study of the use of the broadcasting communications in education.

¤

Mary Elizabeth O'Connor and **Richard Walsh** were married Saturday. Mrs. Walsh's father is **Thomas O'Connor,** vice-president and treasurer of RKO Theatres.

¤

Herbert H. Rabke, former general manager of the Harry B. Cohen Advertising Co., has been appointed secretary-treasurer of Transfilm Inc.

¤

Sophie Ruskin and **Mary Albano** have been named by Atlantic Television Corp. to head the company's station service relations.

¤

Max Finn, general manager of the E. M. Loew Theatres in Boston, will marry Gertrude Rittenberg, office manager of that circuit in December.

¤

Graeme Fraser, executive of Crawley Films, Ottawa, has been presented a plaque for his successful conduct in the Canadian capital of the Red Feather Drive, of which he was campaign chairman.

¤

Robert Wile, secretary of the Independent Theatre Owners of Ohio, will speak on Nov. 23 at a meeting of the Lions Club of Seville, and on Dec. 22 at the Lions Club of West Lafayette.

Asks Dismissal of Pictorial Action

Chesapeake Industries yesterday in New York Supreme Court moved for the dismissal of the complaint filed by Pictorial Pictures which asked $500,000 for breach of contract in a suit against United Artists, Eagle Lion Classics and Chesapeake.

It was charged that under a 1949 agreement, Pictorial obtained the 16mm. rights to the 1946-47 and 1947-48 seasons' product of ELC, which ultimately was taken over by UA. It was alleged that UA interfered with the licensing of the pictures by Pictorial and that the delay prevented the plaintiff from realizing any revenue from the deal.

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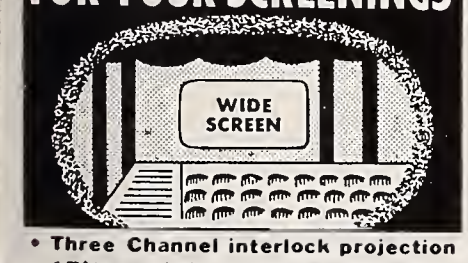

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"Desiree"

(*Continued from page* 1)

and Michael Rennie's capable performance as Desiree's husband, all add up to top drawing power at large and small theatres. A good musical background considerably enhances the prestige of this CinemaScope picture, which at times is very intimate, and at other times, suggests more action than is shown to audiences.

Desiree's family is shocked, as the film opens, when they learn of an extended invitation to two Corsican refugees to visit their home. The brothers Bonaparte, Brando and Cameron Mitchell, meet the family with Mitchell eventually marrying Miss Simmons' sister, Elizabeth Sellars, while Brando courts and woos Desiree. Receiving an Army assignment, Brando, bitterly informs Miss Simmons that higher authorities are trying to bury him in a policeman's job, but he borrows 98 francs from her so that he can go to Paris and try for a war command.

Desiree, expecting to hear at any moment from Napoleon, becomes fed up at the jibes of her sisters and takes off for Paris where she finds her husband to be surrounded by many feminine admirers, including Miss Oberon, at a gay party. There she also meets Rennie. Producer Blaustein here incorporates a diary in which Miss Simmons tells of occurences as the years fly by. Blaustein shows Miss Simmons in Italy where her sister and brother-in-law are stationed and in Paris where she matures from a young country girl in love to a courtesan.

At another palace party, Desiree once again meets Rennie whom she eventually marries and has a son. Rennie is offered a job as Crown Prince of Sweden and is opposed by Napoleon, but the little general eventually changes his mind and the couple head for Sweden where palace difficulties force a separation. Action in the form of stirring music and marching flags suggest the French army moving out to war and its return, in defeat. Desiree, in Paris, is visited secretly by Napoleon and is informed that her husband aided the Russians in their victory. A little later, she is asked by French officials to act as an intermediary to Napoleon to effect his capitulation and exile.

Others in the cast are Charlotte Austin, Cathleen Nesbit, Evelyn Varden, Isobel Elsom, John Hoyt and Alan Napier.

Running time, 110 minutes. General classification. For release in November.

LESTER DINOFF

'Desiree' Opens Here At the Roxy Tonight

"Desiree," 20th Century-Fox's CinemaScope production of Annemarie Selinko's Napoleonic drama, will open here tonight at the Roxy Theatre before an audience that will include invited guests representing the nobility of Sweden and France as well as internationally prominent social figures.

The world premiere of the film was held last night at the Fox Theatre in San Francisco.

Exchange Contract Talks Start Today

Negotiation of new contracts covering film-exchange employes throughout the United States will be started today by representatives of the IATSE and the major distributing companies, it was announced yesterday by the union's international president Richard F. Walsh.

Decision to hold nationwide talks was made recently following a poll in which the locals of both back-room and front-office employes voted overwhelmingly against negotiating in each exchange area.

Representing the IATSE at the sessions beginning today will be a committee composed of general secretary-treasurer Harland Holmden, international vice-president Louise Wright and international representative Joseph D. Basson.

6 Shows for Gleason

Bob Shapiro, managing director of the Paramount Theatre, has scheduled six complete stage and screen shows beginning today when Jackie Gleason and his entire television cast begin a two-week in-person appearance on the stage. Alan Ladd will star on the screen in Warner Bros. CinemaScope production, "Drum Beat." The last full show will begin at midnight

Bars Dismissal Of Reade Suit

A move to dismiss the complaint of Walter Reade, Jr., president of the circuit bearing his name, against three New Jersey drive-in operators alleging non-performance of a contract to sell, was rejected by Judge John Drewen of Hudson County Court, Trenton, it was disclosed yesterday.

Judge Drewen was said to have ruled, in effect, that the suit, in which Reade alleges fraud and the defendants claim that no agreement had been signed, must go to trial. Named as defendants in the suit are Monroe E. Stein, William A. Scully and James J. Thompson, owners of six drive-in properties in New Jersey.

In his suit, Reade charges that the defendants had agreed last December to sell him their six drive-ins while the defendants, in addition to claiming that no contract has been signed, also claim that they had contracted to sell the properties to a third party, whose name has not been disclosed. The properties, formerly operated by the defendants under the Eastern Drive-in Theatres banner, involved in the suit are: Union Drive-in, Totowa Drive-in, Route 10 Drive-in, North Brunswick Drive-in, Shore Drive-in, and Fly-In Drive-in.

Lichtman Plan

(*Continued from page* 1)

if the round table conference would stave off Allied's bid to the Government for Federal regulation of film rentals, said "that all depends on what the results of the meeting are."

TOA leader Pinanski said that the proposed conference would offer a vehicle for the industry to regulate its own problems "rather than going elsewhere."

Marcus said he considered trade grievances and the product situation as problems to be discussed at the projected conference, while Pinanski saw the meet as evolving "a code of ethics" which would promote harmony rather than disunity in the industry.

Pinanski expressed his opinion that the conference should not be used as a forum for "bartering," a place where the individual pricing policies of separate companies on various pictures might be the subject of "bargaining."

Lichtman, outlining what he had in mind when he made the offer at Monday's closed meeting here of the Council of Motion Picture Organizations, said the meet would be on the "general state of the industry" for the purpose of creating "better understanding" between production-distribution and exhibition. Both sides, he went on, would be given an opportunity to air their positions in the interests of "harmony" rather than one side "yelling" charges at the other.

Asked if he thought that such a meeting would stave off Allied's bid to go to the Government, Lichtman replied that, if held, "it might prevent that." He added that he had not, as yet, formally broached the proposal to individual companies.

Pinanski, asked if he thought the projected meeting would discuss the product situation, replied that "after all, you can't discuss tiddlywinks."

Welcomed by Brandt

ITOA president Brandt said he welcomed the suggestion, adding that any responsible person would be willing to rationalize the differences between exhibition and distribution. "There are too many professionals," he charged, who foment trouble, exploiting problems which businessmen, when they get together, can solve.

MMPTA president Frisch called it a "wonderful" idea, foreseeing "beneficial results" from the project.

'Africa' to Globe

"Fire Over Africa," Columbia's Technicolor adventure drama, will have its New York premiere at the Globe theatre, following the run of "A Bullet Is Waiting."

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Seven in 'Scope

Columbia Lists 39 Pictures in Current Group

Sales Convention Hears Of 'Impressive' Program

CHICAGO, Nov. 17.—Thirty-nine Columbia pictures that are ready for release, in production or in preparation, will be discussed here tomorrow by Columbia sales executives who are attending a company meeting at the Blackstone Hotel. The sales heads describe the lineup as its "most impressive in the company's history." At least seven of the productions, it will be announced, will be in CinemaScope, of which three are completed. Seventeen pictures on the schedule will be in color by Technicolor.

Those films which are ready for release, before the cameras or planned for early production are:

"The Long Gray Line," John Ford's

(*Continued on page 7*)

Aid Pledged By Montague

CHICAGO, Nov. 17.—Speaking before Allied of Illinois today, Columbia sales manager Abe Montague promised all the help needed to exhibitors in distress, but urged earnestly that exhibition police itself when asking for help in order to prevent "free rides" by theatre owners not really in need.

Denying that Columbia had done anything to help create the product shortage and terming the very idea "ridiculous," Montague pointed out that such a shortage worked more

(*Continued on page 7*)

'Dimes' Drive Aided By 'Desiree' Opening

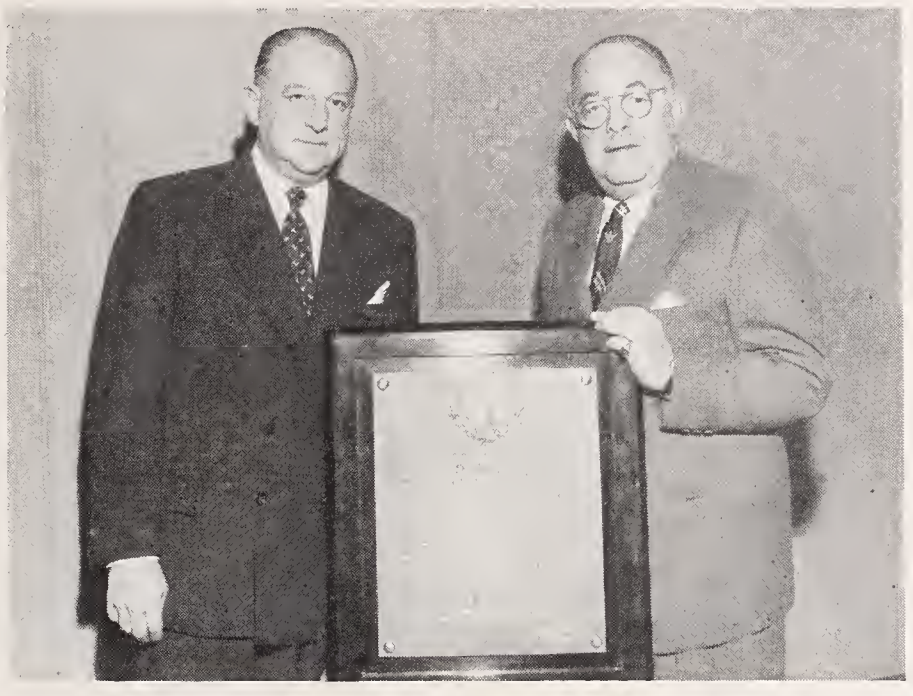
(Pictures on Page 6)

The March of Dimes was the beneficiary of the Command Performance of "Desiree" held last night at the Roxy Theatre here. All proceeds of the affair were donated to the fight against polio.

Crowds estimated by the police at over 4,000 jammed barricades to see celebrities arriving at the kleig-lit, blue-carpeted theatre to see the New York premiere of 20th Century-Fox's

(*Continued on page 6*)

M.P. Pioneer of the Year



SI H. FABIAN, left, president of Stanley Warner Theatres and head of other enterprises, currently observing his 40th anniversary in the industry, is pictured above being presented with the 16th annual award plaque of the Motion Picture Pioneers by the president, Jack Cohn. Fabian was honored at the Pioneers' annual dinner, held at the Sheraton Astor Hotel here last night.

500 in Attendance

Exhibitors Will Produce, Fabian Tells Pioneers

By LESTER DINOFF

Faced with a serious product shortage to fill their motion picture screens, the nation's exhibitors are turning to cooperative production ventures of their own, declared Simon H. Fabian, head of Stanley Warner Theatres, last night on the occasion of the 16th annual showmanship dinner of the Motion Picture Pioneers at the Sheraton Astor Hotel here.

Fabian was honored as "Pioneer of the Year" at the dinner attended by more than 500 industry pioneers, in ceremonies conducted by Jack Cohn, executive vice-president of Columbia Pictures and head of the Pioneers.

Tracing the history of exhibitor participation in the production of films, Fabian pointed to the success in the 1920's of First National Pictures, born of the need for film product.

"I cherish the friendships I made in the hectic days of First National when we exhibitors created a producing company which swiftly rose to leadership with the best," Fabian said.

"Now the industry has come full circle and exhibitors, troubled by product shortages, are again considering production units of their own. They can be encouraged and go forward with confidence, inspired by the success of First National. There was then what I like to call a mutuality of responsibility. The producers tried to create even better pictures, the exhibitors were enabled to make a profit and had the vision to spend it on better and better theatres. By and large, a distributor took care of his customers and the customers felt an obligation to the supplier, to find playing time for his product.

"All this has been changed by the present methods of doing business, but as I look at the struggle we are engaged in to adjust our methods of doing business to the new facts, I feel

(*Continued on page 3*)

No Major Outlet

TOA Financed Films Through Regional Firms

Stock May Be Available To Public at Later Date

By MURRAY HOROWITZ

Independent regional distributors throughout the country will be utilized by producers of films financed by Exhibitors Film Financial Group, Inc., Theatre Owners of America's sponsored film finance company, it was disclosed here yesterday by E. D. Martin, TOA president.

EFFG-financed producers will be barred from releasing through major distributors, Martin declared.

The distribution issue evidenced a cleavage of opinion between Sam Pinanski, EFFG president, and Herman Levy, TOA general counsel, both of whom attended the Martin press conference at TOA headquarters. At first, Pinanski expressed opposition to the policy of barring major distributors as a channel, but later assented

(*Continued on page 7*)

Martin Asks Early Parley

An industry round table conference "just as soon as possible" received the hearty endorsement here yesterday of E. D. Martin, president of Theatre Owners of America.

Martin referred to the offer to call a conference of company presidents, sales managers and exhibition leaders, made by Al Lichtman, 20th Century-Fox president.

Underlining TOA's interest in creating a more harmonious relationship among all segments of the industry,

(*Continued on page 7*)

Enlarge Attendance, Not Grosses: Myers

INDIANAPOLIS, Nov. 17. — Exhibitors are too much concerned with the dollar sign and not enough with the vital statistics of attendance, Abram F. Myers, general counsel of Allied States, told the Allied Theatre Owners of Indiana fall convention at the Marott Hotel here today. Pointing out that attendance has been declining

(*Continued on page 7*)

Personal Mention

IRVING MACK, president of Filmack Trailers, will return to Chicago today after a brief business visit here and attendance at the Motion Picture Pioneers dinner last night.

•

TONY MORRIS, Associated British-Pathe overseas sales manager, has left Hollywood for Chicago, Detroit and New York.

•

JOHN DAVIS, managing director of the J. Arthur Rank Organization, is scheduled to arrive here today from London via B.O.A.C. Monarch.

•

SAUL J. ULLMAN, Fabian division manager in Albany, N. Y., and MRS. ULLMAN are spending two weeks in Miami.

•

MAX THORPE, managing director of Columbia Pictures Corp., Ltd., England, will leave here today for London via B.O.A.C.

•

EMERY AUSTIN, M-G-M exploitation head, will return to New York today from Indianapolis.

•

MAX WEINBERG, writer, will return here from Switzerland on Nov. 26.

•

BENN H. ROSENWALD, M-G-M branch manager in Boston, has left there for a vacation in the South.

•

HARRY STEVENS of "Life" has returned to New York from the Coast.

•

PAUL NEWMAN has arrived in New York from the Coast.

•

ZSA ZSA GABOR will arrive in New York today from Hollywood.

•

ELIZABETH TAYLOR will leave here tomorrow for Hollywood.

'Star' to Continue At Victoria Here

The Victoria Theatre is the only theatre in Greater New York where "A Star Is Born" will be shown the remainder of 1954, Max Fellerman, general manager of the theatre, announced. "A Star Is Born" will continue on a long but indeterminate run, Fellerman said. It ended its run at the Paramount Tuesday.

Trona Theatre Debut To Draw NT Officials

HOLLYWOOD, Nov. 17. — National Theatres executives will attend a Hollywood-type opening of the new 636-seat $200,000 Fox Theatre at Trona, Cal., Thursday night, with six picture stars in attendance. Executives present at the opening will be Elmer Rhoden, John Bertero, E. F. Zabel, Alan May and R. R. McCullough.

Loew Dividend Declared

The board of directors of Loew's, Inc., yesterday declared a 25-cent quarterly dividend, payable Dec. 24 to stockholders of record on Dec. 7.

Marcus and Berger Meet Sales Heads

Leaders of Allied States Association, namely Ben Marcus, president of the exhibitor group, and Ben Berger, president of North Central Allied, met here yesterday with the sales heads of three film companies.

Marcus and Berger visited with A. W. Schwalberg, president of Paramount Film Distributing Corp., in the morning and later lunched with Charles Feldman, vice-president and general sales manager, and Ray Moon, assistant general sales manager, of Universal Pictures. Berger, in the afternoon, met with William Heineman, United Artists vice-president in charge of distribution.

Say Mission Was 'Product'

Officials of the film companies reported that the Allied leaders merely called about securing product for their own theatres and generally discussed the industry problems. However, Berger stated early yesterday when he stepped out of Schwalberg's office for a moment, that "industry problems and trade grievances were discussed."

Marcus reported that he merely paid "courtesy calls on his friends here" during the day. It should be noted that during last August, Marcus along with Abram F. Meyers, Wilbur Snaper, Jack Kirsch and Nathan Yamins, met with the sales heads of all the film companies except United Artists and Universal over alleged trade grievances.

One sales official, with whom the Allied officials talked, stated that nothing specific was considered and that the ills and woes of motion pictures today were discussed generally. Another executive said that the North Central exhibitor was seeking product for his theatre.

N. J. Allied Meets In Passaic Today

New Jersey Allied will conduct a luncheon meeting for its general membership today prior to playing host at its annual beefsteak dinner at the Ritz Restaurant in Passaic, N. J., tonight, which will be attended by some 150 industry officials.

During the afternoon meeting, New Jersey Allied members will discuss future state legislation, toll television, theatre attendance as related to state economic conditions, the proposed Allied bill for federal regulation of the industry, and the film companies' sales policies.

The membership will also hear a report on the national Allied convention by the national director, Irving Dollinger.

RKO Pathe Moves To RKO Home Office

RKO-Pathe will move its offices next Monday to 1270 Avenue of the Americas, where RKO Radio Pictures has its home office, it was announced yesterday by Jay Bonafield, vice-president of RKO-Pathe. The organization is currently at 625 Madison Ave.

Production operations will continue at the RKO-Pathe Studios at 105 East 106th Street.

NSS, NLRB to Meet Next Week

National Screen Service's scheduled meeting with the National Labor Relations Board has been postponed until next week. In the meantime, NSS officials and representatives of Home Office Employees Union, H-63, IATSE, are meeting to determine the eligibility of employees to vote in the forthcoming elections for a bargaining agent.

M-G-M's 'Paris' Bows Tonight at Capitol

One of the most elaborate premieres in the history of M-G-M will take place tonight when "The Last Time I Saw Paris" opens at the Capitol Theatre here on Broadway, with all receipts going to the New York Infirmary and to the North Shore Hospital, Manhasset, L. I.

The stars of the picture, which is in color by Technicolor, Elizabeth Taylor and Van Johnson, will be in the audience, also to include many top industry leaders and celebrities.

The premiere will be staged Hollywood style, with all the events and the trappings of the Capitol Theatre keyed to the spirit of Paris. There will be a French cafe and a revolving kiosk in the lobby. Gendarmes will open the doors of cars arriving at the theatre. Odette, who sings in the picture, will be in the lobby with an accordion accompanist, singing songs in French and English. Violinists in Left Bank costumes will also perform.

'She Wolf' Strong in Opening Bookings

In its initial engagements in the English language version, "The She Wolf" is setting a strong pace, according to Jules Levey who is presenting the picture through Republic.

In its first week at the Lafayette in Buffalo, the film pulled a heavy $15,000, Levey said. At the Loop in Chicago, where it is in for an indefinite run, "The She Wolf" grossed a big $14,000 in its opening week, he said.

Herbert Hale Dies

Herbert Dudley Hale, a writer for RKO-Pathe and producer of documentary films, died here yesterday at the age of 62. He had joined RKO-Pathe in 1940 as a script writer for newsreels, and was probably best known for his writing and production of many documentaries for the U. S. Government. He was a veteran of World War I.

Klune Leaving H-L

HOLLYWOOD, Nov. 17. — Ray Klune, production executive, has requested and obtained release from his contract with Hecht-Lancaster Productions, effective Dec. 31. Klune, who joined the company last August after a long career with several major studios, will announce a future affiliation on leaving H-L.

Report Minneapolis Projectionists Plan Strike Notice Filing

MINNEAPOLIS, Nov. 17. — The Projectionists' Local No. 219, IATSE, will file a strike notice Saturday against two independently-owned loop theatres and more than 20 independent neighborhood and suburban sub-run houses, it was learned yesterday.

The strike notice will be filed with the Minnesota State Labor Conciliator exactly 10 days before the expiration of the present three-year contract. Union officials have not admitted that the notice will be filed nor have any members of the exhibitor negotiators team headed by Ted Mann been notified.

Talks Started Month Ago

Negotiations opened in Minneapolis more than a month ago with the union demanding a series of pay increases which total approximately 30 per cent over the three-year period, an extra week of vacation, and additional preparation time.

The exhibitors countered with a flat offer of a 25 per cent cut from the current scale and a one-man drive-in booth. After hearing the terms outlined, Mann and the union negotiators left and have not resumed discussions.

It was believed that the union was filing the strike notice in an effort to force a quick decision with the independent exhibitors, thereby avoiding a "two-front" war when they begin negotiations with Minnesota Amusement Co. and RKO Theatres on a contract to replace the current agreement which expires on Dec. 31.

Wants Compo Meet 3 Times Yearly

The 30 state, regional theatre and equipment organizations which comprise the Council of Motion Picture Organizations should meet more often to plan a steady approach to problems, Robert W. Coyne, special counsel of COMPO, said.

COMPO should meet at least three times a year, Coyne added, to move closer to true integration, closer to complete information, closer to real protection, and closer to dynamic progress.

Presently, the group gets excited only at emergencies, he warned.

Coyne's position was contained in his speech which he delivered at Monday's meeting of the executive committee of the Council of Motion Picture Organizations, the contents of which were released yesterday.

Steve Cochran Firm Forms Tangent Films

Tangent Films, Inc., has been formed as a subsidiary of Robert Alexander Productions with offices here, it was announced by Steve Cochran, chairman of the board.

The company will produce commercial and documentary films for the entertainment, industrial and business world. These films will be made for distribution to theatres and television stations through syndication, it was

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Fanchon and Marco Appeals Trust Suit To Supreme Court

WASHINGTON, Nov. 17. — Fanchon & Marco, Inc., appealed to the Supreme Court a lower court decision throwing out an anti-trust suit it brought against eight major distributors, National Theatres and Fox West Coast Theatres.

The suit charged the defendants with conspiring against F & M's Baldwin Theatre by denying it first-run films. Los Angeles District Court Judge Leon Yankwich threw out the suit, and the Ninth Circuit Court of Appeals upheld Yankwich.

No 'Conspiracy' Found

Both the district and circuit courts held that in denying first-run films to the Baldwin, the distributors had not acted as part of a conspiracy nor had they acted unreasonably, but that each distributor had acted independently and through the exercise of its own business judgment.

In appealing the decision to the Supreme Court, F & M declared it was entitled to a verdict—if for no other reason—on the basis of the findings and decrees in the government's Paramount case. It pointed out that the decrees required substantial divorcement, and that this divorcement had not been carried out in the Los Angeles area at the time F & M was trying to get first-run films for the Baldwin.

Calls 'Time' Only Difference

"This case and the Paramount case do not deal with different, but similar, conspiracies and monopolizations, but with precisely the same conspiracy and monopolization," the appeals brief declared. "The only difference between the two cases is a short interval of time, in that this case is a specific instance of the actual operation of the same conspiracy to a single independent exhibitor beginning in 1949, shortly after the decision of this court in the Paramount case in May, 1949, and before the proceedings in the District Court on the mandate of this court in that case had been concluded. A decision precisely the reverse of that of this court in the Paramount case was reached in this case by the District Court."

Rank's 'Excellency' To Joseph Brenner

Joseph Brenner Associates, here, has consummated a deal with the J. Arthur Rank Organization for the national distribution of "His Excellency," which stars Eric Portman, Cecil Parker, and Susan Shaw.

"His Excellency" was produced at the Ealing Studios by Sir Michael Balcon. The picture will have its American premiere in New York shortly, it was announced.

Thomas to Produce Third Cinerama

"Seven Wonders of the World," the third Cinerama feature, will be produced by Lowell Thomas. The announcement was made last night by Thomas at the Motion Picture Pioneers dinner at the Sheraton Astor Hotel here.

Si Fabian Pioneer of the Year

(*Continued from page* 1)

that necessity will be the mother of invention and we will and must evolve a new set of trade practices, which will be favorable to both the buyer and the seller.

"I have great faith in the future of our industry—a vision that a motion picture in a theatre will continue to be the most popular mass entertainment. The theatre screen is still the greatest medium for story-telling that has ever been invented—and I see nothing on the horizon that can surpass it.

Must Meet 'Competition'

"We have made a great discovery in recent years. We have discovered that technological improvement is as important to us as it is to other American industries. And we must inspire and support the continuation of technological improvement to improve our own service to the public and to meet any advances in competing entertainment.

"In our time we have worried about many forms of new competition. You remember how radio frightened us. It was supposed to be the funeral of the picture business. And night baseball, and bowling, and household gadgets using up the entertainment dollar; and the most frightening danger of all, television. The spectaculars ride the airwaves but we can say we have met the best of television—and we are holding our own.

"When you look at the many ways in which our beloved country is growing, how can any man lack faith in tomorrow's motion picture theatre business? Soon we will be a nation of 175,000,000 people—a people with the highest incomes, the most leisure, more literacy, wider education than any land since the world was born. A huge new movie age generation is coming up.

Sees 'Golden Age' in Offing

"Are we defeatists? Are we prepared to say that our industry cannot share in this growth, cannot develop the greatest weekly movie audience of all time? I believe we can. Forty years an exhibitor—and I believe the golden era of the motion picture is coming up on the horizon.

"To all the sons of the pioneers, I say, soon we will pass on to you and your generation a wonderful industry, in many ways, strong, virile and indestructible. Yet, beset by strife, greed, lack of true statesmanship and an unwillingness to recognize the massive inherent strength we possess when we stand together. You come into this industry, vigorous, intelligent, impatient with the old divisions, the old strife. Let the past bury its own battles. You must create in the era of your own leadership a better business than we leave in your hands."

'Ambassador' Murphy Heard

As an overture to "The Si Fabian Story," written by Mort Sunshine and narrated by top talent, acting master of ceremonies George Murphy said: "Sometimes I am called the motion picture industry's good-will ambassador. That phrase never had more meaning for me than it does right now. Tonight I am serving as your representative, as are the other stars of stage, screen and television, to express the good-will that this industry feels toward Si Fabian for his substantial contributions to its progress on the occasion of his 40th anniversary in the motion picture industry. This is an industry which he loves and to which he has devoted himself far beyond the call of his own business. He is a true pioneer—still pioneering. For Si, his industry life is just beginning at 40 years."

Narration of the Fabian career was begun by ABC commentator John Daly, with Murphy, Walter Abel, Judy Holliday, Van Johnson, Bill Stern and Lowell Thomas each presenting a chapter of the Fabian story. Interspersed were songs by the Deep River Boys, Dore Brooks, Licia Albanese, Judy Johnson, Paula Stewart, Bill Hayes, Dorothy Sarnoff and others.

Started in Paterson

The story of Fabian's career began with the awakening of his father's interest in theatres in Paterson, N. J., at the turn of the century, and the transferal of that interest to the son. In humorous and "kidding" vein the script continued to spin out the Fabian story up to the present, including his recent acquisitions of the Stanley Warner Theatres, Cinerama, International Latex and his role in the formation of Theatre Owners of America and his numerous other industry, patriotic and humanitarian activities.

Herman Robbins, president of National Screen Service, as general chairman of the dinner, made the introductory remarks for the evening's program. The induction was by Rabbi B. Birstein.

38 New Members

Judge Ferdinand Pecora and Jack Cohn conducted the induction ceremony for 38 new Pioneers. They were:

R. W. Altschuler, M. J. Baranco, Bernard P. Brooks, J. Glenn Caldwell, George A. Crouch, Frank J. Damis, Harold Danson, Robert Deitch, Irving Farber, David Fogelson, Harry Goldberg, Edgar Goth, Foster Hathaway, Maurice Henry, Elmer Hirth, Samuel Hacker, A. J. Howard, Arthur Israel, Jr., Jack Judd, Lacy Kastner, Frank Kiernan, Joseph Lefkowitz, Louis Lober, Herman Lorence, Herman Maier, W. Frank Marshall, Howard Minsky, W. Stewart McDonald, Charles McGowan, Charles Oelreich, Matthew Polon, Ralph Poucher, Louis Ribnitzki, Robert Sherman, Charles Smakwitz, Daniel L. Sonney, Johnnie Waters and Anthony Williams.

Plaque Inscription To Si H. Fabian

Following is the text of the inscription on the plaque presented to Si Fabian as "Pioneer of the Year" at the annual Motion Picture Pioneers dinner last night:

"To Simon H. Fabian for his distinguished personal and public service to the motion picture industry; for his pioneering contributions to the business of motion picture exhibition; for his leadership in exploring new and exciting mediums through Cinerama; for his inspiration and counsel in industry affairs; for his outstanding position as a major industrialist, but above all for his great and good heart in all humanitarian causes.

"The M. P. Pioneers, Inc., on the occasion of his 40th year in the motion picture industry, bestows its highest honor, Pioneer of the Year, at the 16th annual dinner Nov. 17, 1954."

Four Regional Meets Set By Va. MPTO

RICHMOND, Nov. 17.—Leonard Gordon, president of Virginia Motion Picture Theatre Association, announced that the one-day exhibitors meeting originally planned for Richmond, on Dec. 8, had been cancelled.

To replace this, in an effort to bring every possible Virginia exhibitor into the discussion of conditions and practices now existing in the industry, four meetings will be held throughout the state. The first of these will be at the Hague Club, Norfolk, on Nov. 23, with Sidney Bowden, Norfolk, as chairman.

Other meetings will be held at the George Wythe Hotel, Wytheville, Nov. 30, with John Lester, Wytheville, as chairman; Natural Bridge Hotel, on Dec. 1, with Charles Grimes, Washington, chairman, and Jefferson Hotel, Richmond, on Dec. 2, with Sy Hoffman, Richmond, chairman.

Both Gordon and Carlton Duffus, executive secretary of the association, will attend all meetings.

'Scope Impresses Greek Trade Fair

WASHINGTON, Nov. 17.—CinemaScope made an impressive performance at the recent Salonika International Trade Fair in Greece, according to a U. S. Information Agency official.

Bart N. Stephens, who served as U.S.I.A. public affairs officer in Greece, said the film exhibit at the Trade Fair "impressed even the Russians." "We introduced CinemaScope to Greek audiences at a large outdoor theatre which was always filled to capacity," he reported. "We showed American documentaries and films loaned to our program by 20th Century-Fox."

May Drop Plan to End Loyalty Unit

WASHINGTON, Nov. 17.—Rep. Walter (D., Pa.) said he would probably abandon his plans to have the new Congress do away with the House UnAmerican Activities Committee.

Walter, who is in line to head the committee, had earlier suggested that the committee be abolished and its Communist-hunting activities transferred to a House judiciary subcommittee. He was here today to discuss the idea with Rep. Rayburn of Texas, who'll be Speaker in the new Democratic House. However, the present speaker, Rep. Martin (R., Mass.) said today he thought most Republicans would oppose the Walter proposal, and Walter later said that he felt this stand of Martin's would force him to give up his plan to abolish the committee.

37 DAYS AND 160 MILLION

THE SILVER

Last week, this week and next week, every day Monday through Friday, the famous Art Linkletter Show on CBS Television and Radio, is offering the World Premiere of "The Silver Chalice" as the prize to the city--large or small--which scores the highest mail sales during the first three days of the 1954 Christmas Seals Campaign . . . . . Warner Bros. and Art Linkletter volunteered to spearhead this year's efforts on behalf of the good people in every community who annually support Christmas Seal sales.

City	Radio	TV
NEW YORK CITY	WCBS	WCBS-TV
AKRON	WADC	
BALTIMORE	WCAO	WMAR-TV
BOSTON	WEEI	WNAC-TV
BUFFALO	WGR	
CEDAR RAPIDS	WMT	
CHICAGO	WBBM	WBBM-TV
CINCINNATI	WKRC	WKRC-TV
CLEVELAND	WGAR	WEW-TV
DES MOINES	KRNT	
DETROIT	WJR	WJBK-TV
HARTFORD	WDRC	
INDIANAPOLIS	WFBM	WFBM-TV
KANSAS CITY	KMBC	WHB-TV
OMAHA-LINCOLN	KFAB	KMTV
LOUISVILLE	WHAS	WHAS-TV
PHILADELPHIA	WCAU	WCAU-TV
PITTSBURGH	WJAS	WDTV
PROVIDENCE	WPRO	
ST. LOUIS	KMOX	KSO-TV
SYRACUSE	WFBL	WHEN

City	Radio	TV
WASHINGTON	WTOP	WTOP-TV
WORCESTER	WTAG	
DU BOIS	WCED	
COLUMBUS, O.	WBNS	WBNS-TV
DAYTON	WHIO	WHIO-TV
HARRISBURG	WHP	
ROCHESTER	WHEC	WVET-TV
TROY	WTRY	
ALLENTOWN	WHOL	
ALTOONA	WVAM	
ANDERSON, IND.	WHBU	

City	Radio	TV
ASHLAND	WCMI	
ATLANTIC CITY	WFPG	
BANGOR	WGUY	
BECKLEY	WJLS	
BINGHAMTON	WNBF	WNBF-TV
BURLINGTON, VT.	WCAX	
CHAMPAIGN	WDWS	WCLA-TV
CHARLESTON, W. VIRGINIA	WCHS	
CONCORD	WKXL	
CUMBERLAND	WCUM	
DANVILLE	WDAN	
DECATUR	WSOY	
ELMIRA	WELM	
EVANSVILLE	WEOA	
FAIRMOUNT	WMMN	
FT. WAYNE	WANE	
FREDERICK	WFMD	
GLOVERSVILLE	WENT	
GRAND RAPIDS	WJEF	WOOD-TV
INDIANA	WDAD	

City	Radio	TV
ITHACA	WHCU	
HOPKINSVILLE	WHOP	
SPRINGFIELD, ILL.	WTAY	
JOPLIN	KSWM	
JOHNSTOWN	WARD	
KALAMAZOO	WKZO	WKZO-TV
KEENE	WKNE	
KOKOMO	WIOU	
MANCHESTER	WFEA	
MILWAUKEE	WISN	WCAN-TV
ROCK ISLAND, ILL.	WHBF	WHBF-TV
MUNCIE	WLBC	
PARKERSBURG	WPAR	
PEORIA	WMBD	
PORTLAND, ME.	WGAN	
PORTSMOUTH	WPAY	
QUINCY	WTAD	
READING	WHUM	WHUM-TV
RICHMOND	WRVA	WTVR
SCRANTON	WGBI	WGBI-TV
SOUTH BEND	WSBT	

City	Radio	TV
SPRINGFIELD, MASS.	WMAS	
SPRINGFIELD, MO.	KTTS	
SUNBURY	WKOK	
TERRE HAUTE	WTHI	
TOPEKA	WIBW	
UNIONTOWN	WMBS	
UTICA	WIBX	
WATERBURY	WBRY	
WATERTOWN	WWNY	
WHEELING	WWVA	
WICHITA	KFH	KWFT-TV
YOUNGSTOWN	WKBN	
WILLIAMSPORT	WWPA	
PADUCAH	WPAD	
CONCORDIA	KFRM	
ANDERSON	WAIM	
ASHEVILLE	WWNC	
AUGUSTA	WRDW	
CHARLESTON, S.C.	WCSC	
CHARLOTTE	WBT	WBTV

PEOPLE TO CHRISTMAS...AND

CHALICE

There will be a five-times-a-week campaign over 69 TV stations and 203 radio stations--with Warner Bros. proudly staging the World Premiere of "The Silver Chalice," with Art Linkletter, in person, as Master of Ceremonies, and stars, lights, press, TV, radio and newsreel coverage in the winning city or town.*

THE DATE OF THE WORLD PREMIERE:
DECEMBER 17TH

Tell your patrons how you are co-operating... how they can co-operate!

A GREAT CAUSE!...A GREAT PICTURE!
A GREAT PROMOTION!

From the Novel by **THOMAS B. COSTAIN** • A VICTOR SAVILLE Production starring

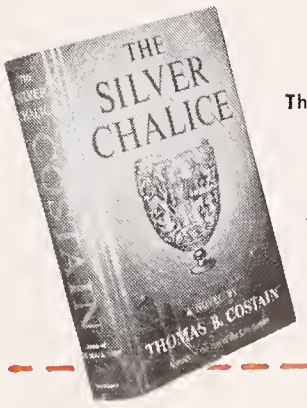
VIRGINIA MAYO • PIER ANGELI • JACK PALANCE • and introducing PAUL NEWMAN

Music composed & conducted by Franz Waxman

Written for the screen by LESSER SAMUELS, Associate Producer

CINEMASCOPE
WARNERCOLOR
STEREOPHONIC SOUND

Directed by VICTOR SAVILLE

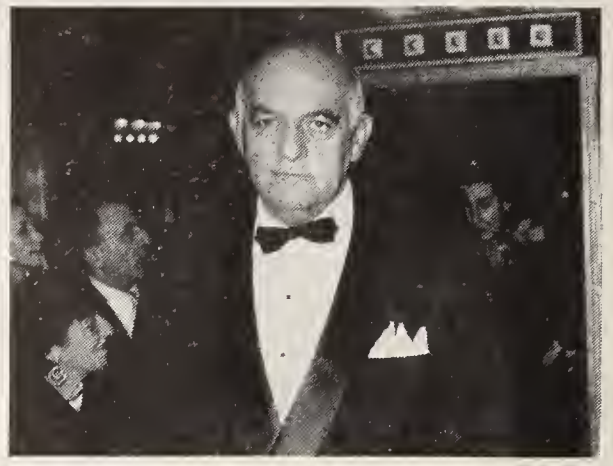


The record-setting Best-Seller that has sold over 3 million copies — and it's still going strong!

* *The results will be judged in proportion to the population of the cities and towns. Size of the community is not important... the only condition is that the local theatre must be equipped to exhibit a CinemaScope production.*

City	Radio	TV
COLUMBIA, S.C.	WMSC	
DURHAM	WDNC	
FAYETTEVILLE	WFAI	
GREENSBORO	WBIG	WFMY-TV
GREENVILLE, S.C.	WAKE	
ROANOKE	WDBJ	
SAVANNAH	WTOC	
SPARTANBURG	WSPA	
WILSON	WGTM	
ALBANY, GA.	WGPC	
ATHENS	WGAU	
ATLANTA	WAGA	WAGA-TV
BIRMINGHAM	WAPI	WBRC-TV
COLUMBUS, GA.	WRBL	WBNS-TV
JACKSON, MISS.	WJQS	
KNOXVILLE	WNOX	WTSK-TV
LITTLE ROCK	KTHS	
MACON	WMAZ	
WINSTON-SALEM	WTOB	
CHATTANOOGA	WDOD	
COOKEVILLE	WHUB	
MEMPHIS	WREC	WHBQ-TV
MERIDIAN	WCOC	
MOBILE	WKRG	
MONTGOMERY	WCOV	
NASHVILLE	WLAC	WLAC-TV
NEW ORLEANS	WWL	
PENSACOLA	WBSR	
SELMA	WGWC	
AMARILLO	KLYN	KFOA-TV
AUSTIN	KTBC	KTBC-TV
CORPUS CHRISTI	KEYS	
DALLAS	KRLD	KRDL-TV
FORT SMITH	KFPW	
HARLINGTON	KGBS	
HOUSTON	KTRH	
LAKE CHARLES	KLOU	
OKLAHOMA CITY	KOMA	KWTV
SAN ANTONIO	KTSA	KEYL-TV
SHREVEPORT	KWKH	
TULSA	KTUL	KOTV
WICHITA FALLS	KWFT	KWFT-TV
FT. MYERS	WINK	
JACKSONVILLE	WMBR	WMBR-TV
MIAMI	WGBS	WTVJ
ORLANDO	WDBO	
ST. AUGUSTINE	WFOY	
SARASOTA	WSPB	
TALLAHASSEE	WTAL	
TAMPA	WDAE	
W. PALM BEACH	WJNO	
JAMESTOWN	KSJB	
DULUTH	KDAL	
GRAND FORKS	KILO	
GREEN BAY	WBAY	
MADISON	WKOW	
MASON CITY	KGLO	
MINNEAPOLIS	WCCO	WCCO-TV
MINOT	KCJB	
YANKTON	WNAX	
RAPID CITY	KOTA	
ALBUQUERQUE	KGGM	
BOISE	KDSH	
BUTTE	KBOW	
CARLSBAD	KAVE	
CEDAR CITY	KSUB	
COLO. SPRINGS	KVOR	
COOLIDGE	KCKY	
DENVER	KLZ	KLZ-TV
EL PASO	KROD	
GREAT FALLS	KFBB	
IDAHO FALLS	KID	
LAS VEGAS	KLAS	
ODESSA	KOSA	
PHOENIX	KOOL	
SCOTTSBLUFF	KOLT	
KENNEWICK	KWIE	
NOGALES	KNOG	
BILLINGS	KOOK	
MISSOULA	KGVO	
POCATELLO	KJRL	
SALT LAKE CITY	KSL	KSL-TV
SANTA FE	KVSF	
SILVER CITY	KSIL	
TUCSON	KOPO	
TWIN FALLS	KEEP	
YUMA, ARIZ.	KOLD	
NORTH BEND	KFIR	
BAKERSFIELD	KERN	
CHICO	KXOC	
FRESNO	KFRE	
LOS ANGELES	KNX	KNXT
PALM SPRINGS	KCMJ	
PORTLAND, ORE.	KOIN	KOIN-TV
RENO	KOLO	
SACRAMENTO	KROY	
SAN DIEGO	KCBQ	KFMB-TV
SAN FRANCISCO	KCBS	KPIX
STOCKTON	KGDM	
MEDFORD	KYJC	
EUGENE	KERG	
EUREKA	KHUM	
MONTEREY	KMBY	
SEATTLE	KIRO	
SPOKANE	KXLY	KXLY-TV
YAKIMA	KIMA	
REDDING, CAL.	KVCV	
HILO, HAWAII	KHBC	
HONOLULU, HAWAII	KGNB	

Command Performance of 'Desiree' at Roxy



Stars and leading figures from all branches of the entertainment world joined with representatives of European nobility last night at the command performance of "Desiree," held at the Roxy Theatre here. The opening of 20th Century-Fox's dramatization of the life and times of Napoleon received radio, TV and newsreel coverage. Seen above entering the Roxy just prior to the start of the performance are, first photo: Charles Einfeld, vice-president of 20th Century-Fox, and Jack Benny. Second photo, left to right: Julian Blaustein, producer of "Desiree"; Mrs. Blaustein and Mrs. and Mr. Daniel Taradash, writer of the film's screenplay. Third photo, Harry Cohn, president of Columbia Pictures.

Censorship Attacked As Undemocratic By Mrs. Dawson

Special to THE DAILY

ALBANY, Nov. 17.—Not a single state has adopted censorship since the inception of the motion picture industry's Production Code. This was the report brought to the influential women's City Club by Mrs. M. Marjorie Dawson, member of the Motion Picture Association of America public relations staff and head of the Children's Film Library, in an address here on "The Fine Line of Censorship."

Calls It Contradictory

Criticizing state censorship as undemocratic, unnecessary, contradictory and biased, Mrs. Dawson said that the U. S. Supreme Court, in recent decisions had "knocked out" three grounds for a picture's rejection: "sacrilegious" in "The Miracle" case; "inciting to crime" in "M" and "immoral" in "La Ronde."

This left only "licentious, obscene and indecent" as statutory reasons for license denial. All three, the speaker emphasized, are covered by the police laws of cities and states, which can, and sometimes do, close theatres violating them. Mrs. Dawson pointed out that New York City had no "censorship statute, yet the police had closed burlesque."

Criticizes 'Subterfuge'

She was highly critical of the "subterfuge" by which motion pictures are censored not only for Boston, but actually for a large area of New England —through the board established to control what can be shown on Sunday. Mrs. Dawson pointed out that the voters of Massachusetts, in a referenrum, had defeated a proposal for censorship, nevertheless. She also paid her respects to Lloyd T. Binford, the Memphis censor.

She said she had never known of a picture on which "the censors of all states agreed"; their rulings "reflect their personal preferences and predilections." Censorship is a substantial source of revenue, is "gravy" to states licensing motion pictures, Mrs. Dawson declared.

(Continued from page 1)

CinemaScope production of Annemarie Selinko's Napoleonic drama starring Marlon Brando, Jean Simmons, Merle Oberon and Michael Rennie.

Miss Oberon and Julian Blaustein, producer of the film, headed a large and distinguished audience at the premiere, whose invitational roster included prominent members of French and Swedish nobility as well as leading executives and stars of the industry on this side of the Atlantic.

Wide Coverage Given

Local, national and international TV, radio and newsreel coverage surrounded the opening, with Tex and Jinx McCrary interviewing guests on a special live 30-minute TV show over WPIX, between 8:30 and 9 P.M. Ray Heatherton tape-recorded personality interviews for his Mutual network radio show, while the Armed Forces Radio Service and Voice of America also taped interviews for rebroadcasting in Europe, South America and the Far East.

Movietone newsreels and a battery of still photographers from the metropolitan newspapers and wire services also were on the premiere scene photographing many of the guests.

World Premiere of 'Desiree' Sets Frisco Benefit Record

SAN FRANCISCO, Nov. 17. — Twentieth Century-Fox's "Desiree," which opened here yesterday at the Fox Theatre to a sold-out house, was held as a benefit for the San Francisco Newspaper Guild. The proceeds, donated to the guild, are estimated by the management to be greater than four previous charity openings at the theatre.

Governor Goodwin J. Knight and San Francisco Mayor Elmer Robinson headed a delegation of civic, business and social leaders to the opening.

100 Christmas Dates For 'Hansel' in N.Y.

Michael Myerberg's "Hansel and Gretel" will be the Christmas holiday attraction in 100 theatres in the New York area, it was announced yesterday by Walter Branson, world-wide sales manager of RKO.

"Hansel and Gretel" currently is in its sixth week at the Broadway Theatre.

To Re-Equip Astor

The Astor Theatre here will close for three days prior to the world premiere of Walt Disney's CinemaScope-Technicolor production, "20,000 Leagues Under the Sea" Thursday, Dec. 23, to prepare for the gala opening. The theatre will undergo complete refurbishing, and a CinemaScope screen and stereophonic sound equipment will be installed.

Ill. Allied to Celebrate

CHICAGO, Nov. 17.—Jack Kirsch, president of Allied Theatres of Illinois, has announced that the organization's 24th anniversary celebration would be held on Dec. 29, at the Chez Paree here.

Decca, Univ. Join In 'Paris' Album

Universal-International and Decca Records are joining promotional forces again for the promotion of the sound track album of "So This Is Paris," the music from the U-I Technicolor film production starring Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvet and Paul Gilbert.

The pattern of the promotional campaign is expected to follow that of "The Glenn Miller Story," one of the most successful albums in Decca's history and the biggest grossing film in the history of Universal.

Pathe Closes Deal

Pathe Laboratories has closed a three-picture deal with Palo Alto Productions, headed by Roger Gorman and James Nicholson. The first picture, entitled "Five Guns West," rolls on Saturday and will be in Pathecolor.

Jensen Rites Today

Funeral services for Emil Jensen, industry executive who died here Monday, will be held this evening at 8 o'clock at Campbell's Funeral Home, 81st St. and Madison Ave.

People

Roland Gammon, former editor of "See," and well known in the industry as the discoverer of **Elaine Stewart,** is the co-author of a book on the world's religions titled "The Truth Is One."

¤

Adele Harris, daughter of **Ted Harris,** partner in the State Theatre, Hartford, who recently became Mrs. Ozzie Levinson, is honeymooning in Bermuda.

¤

Louis and **Maury Sher,** operators of the Bexley Art Theatre, Columbus, plan to open an art house in Shaker Heights, suburb of Cleveland.

¤

George Cothran, booker in the Atlanta exchange of Allied Artists, will be married on Nov. 24 to **Patricia Akins.**

¤

Ivan Hore, has been named manager of the Riviera Theatre, a unit of the J. J. Parker circuit, in Astoria, Ore.

¤

Harry Furst has resigned as manager of the Plaza Theatre, Stamford, Conn.

¤

Harry Alexander, operator of the Middletown, N. Y., Drive-In and former Universal salesman in Albany, was presented with a wrist watch at a dinner given last week by the Albany Variety Club.

'Girl' Here Dec. 16

"The Country Girl," Paramount's film version of the Broadway play, starring Bing Crosby, Grace Kelly and William Holden, will open at the Criterion Theatre, New York, on Dec. 16, following the long-run engagement there of "Sabrina."

TOA Films

(Continued from page 1)

to the summing up of views expressed by Levy and endorsed by Martin.

The major companies will be barred for two reasons, Levy stated; one, because the plan of the newly formed company is to stimulate additional production, supplementing rather than substituting for the lineup of product available, and two, the contention that the cost of distribution through the majors is too high, thereby resulting in hiked film rentals.

E. D. Martin

Investment in the $10,000,000 capitalized EFFG will not be restricted to exhibitors, although they will be offered the stock first, Levy stated, adding that the stock investment later might be opened to the public and all other agencies who can legally come into the plan.

The necessary papers will be filed shortly in Delaware for incorporation and with the Securities and Exchange Commission in Washington, Levy said, in response to a question. It customarily takes three to four weeks for the granting of such an application with the SEC, Levy added.

Brochure Ready Soon

Within a few weeks, exhibitors of the country will receive a brochure outlining the project and inviting them to subscribe, it was stated. Levy went on to say that producers already have been in touch with TOA expressing an interest in the plan, while exhibitors also have evidenced a wide interest to participate financially, although no subscriptions have been received pending clearance by SEC.

Martin, speaking on developments since the recent TOA national convention, said that TOA is continuing its multiple-pronged attack on the product front by stimulating independent production through financing, by contacting all foreign producers to make pictures that are slanted more to the American market, and by stepping up appeals to American film companies.

"It won't be necessary for Rank to spend a few million dollars to get outlets for his product here," Martin declared, if the British producer would slant his pictures for the U. S. Martin referred to J. Arthur Rank's statement that he may purchase theatres in the U. S. to gain what he thinks is a fairer play on American screens.

Returning to EFFG, the three TOA leaders were unanimous in their declaration that EFFG exhibitor investors will not be favored in the sale of EFFG-financed pictures, with Levy explaining that the law proscribes such discriminatory selling. They contended, however, that it is to the interests of exhibitors to invest in EFFG, first, because production today is a sound investment and, second, because EFFG will increase the available product line-up. Hope was expressed, in addition, that the resulting boost in the product would bring down rentals.

Pinanski indicated that EFFG will attempt to maintain a flexible financing policy, at times securing 30 to 35 per cent of the risk capital, with banks supplying the remaining financing. When it was pointed out that most banks refuse to supply financing unless the picture has a major distribution outlet, Pinanski indicated that EFFG's set-up may relax that policy.

Martin, expressing satisfaction at the entrance into the production market of Distributors Corp. of America, Makelim Productions and Filmmakers, said that EFFG may loan "such people money."

Columbia Has 39 Films in Current Lineup

(Continued from page 1)

CinemaScope-Technicolor tribute to West Point, starring Tyrone Power and Maureen O'Hara and co-starring Robert Francis, Donald Crisp and Ward Bond and directed by Ford, produced by Robert Arthur; "Joseph and His Brethren," said to be the most expensive production in Columbia history, to be filmed in CinemaScope and Technicolor. Footage has already been recorded in Egypt. This will be a personal production of executive producer Jerry Wald; "The End of the Affair," starring Deborah Kerr and Van Johnson, filmed in London by David Rose's Coronado productions, with Edward Dmytryk directing and David Lewis producing. "The Man From Laramie," the first offering of William Goetz Productions, starring James Stewart in an outdoor drama filmed in CinemaScope and Technicolor in New Mexico and directed by Anthony Mann; "Three for the Show,' starring Betty Grable, Marge and Gower Champion and Jack Lemmon in a CinemaScope-Technicolor musical. H. C. Potter directed for producer Jonie Taps with the music of George and Ira Gershwin and Hoagy Carmichael; "The Violent Men," in CinemaScope and Technicolor, starring Glenn Ford, Barbara Stanwyck and Edward G. Robinson. Rudolph Mate directed, Lewis J. Rachmil produced.

'Sister Eileen' Scheduled

"Phfffft," comedy starring Judy Holliday, Jack Lemmon, Jack Carson and Kim Novak, directed by Mark Robson, produced by Fred Kohlmar; "My Sister Eileen," CinemaScope and Technicolor musical version of the stage play starring Janet Leigh, Betty Garrett and Jack Lemmon. Directed by Richard Quine, produced by Kohlmar; "A Prize of Gold," in Technicolor, starring Richard Widmark, Mai Zetterling and Nigel Patrick. A Warwick production, directed by Mark Robson for producers Irving Allen and Albert R. Broccoli. "Tight Spot," starring Ginger Rogers, Edward G. Robinson and Brian Keith; directed by Phil Karlson and produced by Lewis J. Rachmil; "The Black Knight," Alan Ladd Technicolor drama, also starring Patricia Medina. A Warwick production, directed by Tay Garnett; "The Duchin Story," the life story of the pianist and orchestra leader, with screenplay by Moss Hart and production by Jerry Wald.

Gable Starrer Set

"The Young Virginians," based on James Warner Bellah's "The Valiant Virginians"; "Captain Calico," Technicolor drama for which William Goetz will star Clark Gable; "Picnic," based on the Pultizer Prize winning play; "Pal Joey," from the Rodgers and Hart Broadway musical comedy; "Reminiscenes of a Cowboy," based on the Frank Harris book, to be filmed in CinemaScope and Technicolor; "The Brothers Ricco," to be produced by William Goetz; "The Franz Liszt Story," to be made in the same spirit as one of Columbia's greatest box-office hits, "A Song to Remember."

"Deadlock," starring Stewart Granger and Jean Simmons, in a Technicolor Film Locations, Ltd, production. Arthur Lubin will direct in England for producer Mike Frankovich; "The Detective," starring Alec Guinness. Joan Greenwood and Peter Finch are co-starred. Robert Hamer directed and Paul Moss produced; "The Prisoner," to star Alec Guinness and Jack Hawkins. Peter Glenville directs and Vivian Cox and Sydney Box are in charge of production; "The Stalk," to star Tyrone Power and to be filmed in CinemaScope and Technicolor by Copa producer Ted Richmond; "Lorenzo, the Magnificent," Copa production to star Tyrone Power, produced by Richmond in CinemaScope and Technicolor; "Five Against the House," starring Guy Madison, Kim Novak, Brian Keith and Kerwin Mathews. Phil Karlson directs and Stirling Silliphant produces, and "The Gentle Wolfhound," with location filming in Japan, Korea and West Point. It will be directed and written by Richard Murphy and produced by Kohlmar.

Six for Katzman

There will be six from Sam Katzman; namely, "Chicago Syndicate," with Abbe Lane, Xavier Cugat and Dennis O'Keefe; "Duel on the Mississippi," "Masterson of Kansas," "New Orleans Uncensored," "The Gun That Won the West" and "Creature With the Atom Brain."

Others on the program are Bryan Foy's "The Bamboo Prison" and "Women's Prison"; Harry Joe Brown's "Ten Wanted Men"; William Fadiman's "The Gilded Rooster"; Charles Schneer's "It Came From Beneath the Sea"; Andrew Stone's "Terror in the Night" and Wallace MacDonald's "Wyoming Renegades."

Myers

(Continued from page 1)

even while grosses have increased, Myers emphasized the need to work to attract new people into theatres.

Trade problems were given a thorough airing in the morning and afternoon sessions attended by 200 exhibitors, but no resolutions were passed.

Rembusch Hits Toll TV

Toll television was scored by Trueman Rembusch, national director of Indiana Allied. He predicted it would claim the best days of the week and times of the day, when free television would not be available to the public. Rembusch also declared toll TV is not comparable to theatre TV, which leases its own services.

Roy Kalver was reelected president of Indiana Allied, along with Richard Pell, vice-president; Richard Lochry, treasurer; Rembusch, national director, and William A. Carroll. Executive secretary.

Berger Favors Toll-TV Fight

The whole motion picture industry should fight subscription television because "no good can be forthcoming from that medium," Ben Berger, president of North Central Allied, stated here yesterday.

"Toll-TV looms as a menace and I hope that COMPO will eventually undertake the fight on behalf of the industry," Berger said. Subscriber-TV will eliminate exhibition because film producers will deal directly with the patron, he said.

Martin Asks Parley

(Continued from page 1)

Martin said that if a round table conference cannot be held because of possible anti-trust violations, then TOA anticipates calling on individual companies on this problem. The latter was proposed by Lichtman as a possible alternative.

In regard to another matter, concerning 20th Century-Fox's enunciated policy regarding the sale of CinemaScope films on flat rentals, Martin urged that 20th-Fox send directives to its field force informing them that the bar has been lifted in selling CinemaScope films at a flat rental to theatres doing less than $1,000 a week.

Martin said he would continue TOA's policy of holding periodic meetings with sales managers and advertising and publicity directors.

Montague

(Continued from page 1)

against the interest of the producer than anyone else.

The first job, he reminded the members, was to recoup for his company the tremendous investment made by it in each picture and when possible to make a profit. Consistent with this objective, he said, "the company always has and will continue to keep an open door for any theatre owners in trouble, pointing out that this policy was further emphasized by the recent announcement of Columbia's $10,000,000 fund for independent production.

In answer to direct questions from the floor, Montague assured exhibitors that Columbia would in certain instances sell such films as "The Caine Mutiny" on a flat rental basis. Once again he stressed that each case must be judged on its individual merits and urged the exhibitors to police themselves so that those in need of assistance from the company would not be victimized by having others with false claims of necessity riding along with them.

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6,741

Deep In My Heart

Holiday prices extra

4,865

4,000
8,000
3,000
10,000
25,000

Ju 2-2000

3,000

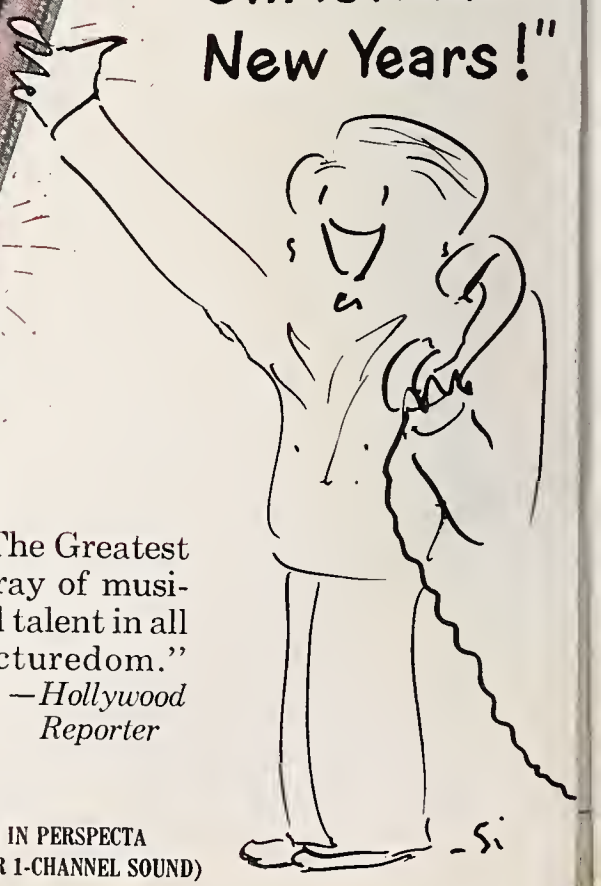
5,500

extra playing time

call Mae!

THEY'RE FIGURING HOLIDAY PROFITS ALREADY WHEREVER FILM MEN MEET!

"Hello M-G-M_ I want it for Christmas- New Years!"



"The Greatest array of musical talent in all picturedom."
—*Hollywood Reporter*

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All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

NO. 76. NO. 97 NEW YORK, U. S. A., FRIDAY, NOVEMBER 19, 1954 TEN CENTS

1955 Message

New Release Timing Asked By Ed. Hyman

Bases Call on Experience With 'Star,' 'Christmas'

By MURRAY HOROWITZ

Distributors were called upon here yesterday to time the release of some of their biggest pictures on or about Thanksgiving holiday next year by Edward L. Hyman, vice-president of American Broadcasting - Paramount Theatres.

Edward Hyman

Hyman issued the call in reporting that some big pictures currently in release are enjoying such success at the box-office that they will play right up to Christmas time in some situations, thereby relieving the pre-Christmas "seasonal" product shortage.

Such pictures as "White Christmas"

(*Continued on page* 8)

Col. in New Talent Grooming Project

CHICAGO, Nov. 18. — Columbia Pictures is in the midst of a concerted effort to develop new young talent into potent box office stars for the theatres of the world, it was announced at the company's annual sales convention at the Blackstone Hotel here today.

Company spokesmen pointed out that not only has the studio signed a large number of promising actors and

(*Continued on page* 10)

'Paris' Capitol Debut Benefits 2 Hospitals

(Pictures on Page 6)

A typical — and impressive — first night audience gathered at the Capitol Theatre here last night in tribute to M-G-M's "The Last Time I Saw Paris" and to the cause of the New York Infirmary and North Shore Hospital at Manhasset, L. I. The two latter institutions benefited from the proceeds of the public sale of tickets.

Top flight celebrities were on hand

(*Continued on page* 6)

AB-P's Scott Reports:

U.S. Exhibitors Have No Anti-British Film Slant

By WILLIAM PAY

LONDON, Nov. 18.—There is no anti-British film feeling among American exhibitors, reported MacGregor Scott, general sales manager of Associated British-Pathe, following his return here from a survey of the American market.

Scott said that too many British films have an insular outlook and American audiences are interested in the British way of life. While a British film like MGM's "Ivanhoe," dealing with the past, was good box-office, drawing room comedies of life in Mayfair and the slums of Birmingham did not appeal to the average American cinemagoer. He had passed on these observations to Robert Clark, ABPC executive producer and president of British Film Producers' Association.

Five AB-Pathe pictures are currently in release throughout America and are expected to yield excellent returns, Scott declared. "Duel in the

(*Continued on page* 6)

CEA Resignations May Bring About A Reorganization

By Staff Correspondent

LONDON, Nov. 18.—Resignations of the Rank Organisation and the Essoldo Circuit, together they represent over 700 theatres, from the Cinematograph Exhibitors Ass'n here is likely to lead to a streamlining of the Association's constitution. First step envisaged is a re-grouping of the CEA's 26 branches, which would inevitably lead to a smaller but more efficient general council.

Rank-and-file exhibitors are determined that these resignations will not hamper the effectiveness of CEA's work. At the last meeting of CEA's general council a vote of complete confidence was given general secretary, Walter R. Fuller, and the future existence of the Association was said to be in no danger.

This move followed a specially convened meeting of all members of the general council who are past presidents of the Association. Sir Philip Warter, chairman, and D. J. Good-

(*Continued on page* 8)

Local 306 to Fight One-Man-in-Booth

Projectionists Local No. 306 will oppose any move by New York exhibitors to operate with one man in the booth, it was stated here by Herman Gelber, president of the local union. Commenting on the situation in other territories, particularly in St. Louis and Boston where one-man-in-the-booth policies have been adopted, Gelber warned that in such places the

(*Continued on page* 8)

CAMBRIDGE TO TEST LOW PRICE POLICY FOR ELDERLY PEOPLE

BOSTON, Nov. 18.—The University Theatre, Cambridge, an independent theatre managed by Stanley Sumner, is believed to be the first in the country to cooperate with its local Community Services Committee in offering its senior citizens reduced prices to the theatre. Residents of the city who are 65 years of age or older, and living in limited circumstances, are offered admissions to the theatre at a 25-cent reduction. The program was arranged with the management of the theatre and the Cambridge Community Services Committee for the elderly in an effort to brighten the lives of its older citizens living under reduced or fixed incomes and who cannot always find room in the budget for regular attendance at the local theatre. It is part of the expanding recreational program

(*Continued on page* 6)

Screen, Radio, TV Coast Writers Elect

By Staff Correspondent

HOLLYWOOD, Nov. 18.—Richard Breen, former president of the Screen Writers Guild, last night was elected president of the newly-formed Writers Guild of America West. Paul Franklin was elected vice-president, Curtis Kenyon secretary-treasurer, with Julius Epstein, Ranald Mac-

(*Continued on page* 8)

For 3rd Quarter

Admissions at Record High In Big Cities

No Explanation Offered As Reason for Increase

By J. A. OTTEN

WASHINGTON, Nov. 18. — Motion picture theatre admission prices in large cities reached record highs in the third quarter of 1954, almost double the 1935-39 average, the Bureau of Labor Statistics reported.

The Bureau collects figures quarterly in 18 large cities and weighs the figures to represent the situation in the 34 largest U. S. cities.

BLS officials had no explanation for the sharp rise in the third quarter, but one guess was that it reflected the large number of road-show prices.

The combined index of adult and children's admission prices was put by BLS at 199.9 at the end of September, compared with 192.0 at the end of June and a previous record of 192.8 at the end of December, 1953.

The adult price index was 204.5, compared to a June figure of 197.0, the previous high. The children's price index was back up to 172.2, compared to 163.3 at the end of June. The new figure was still slightly below the record 172.5 at the end of December, 1953.

Name Bertero Head Of Fox West Coast

By Staff Correspondent

HOLLYWOOD, Nov. 18. — The board of directors of Fox West Coast Theatres Corporation, National Theatres' subsidiary, today elected John B. Bertero president, succeeding the late Charles P. Skouras, in line with NT president Elmer Rhoden's recommendation. Bertero has been with the company 24 years, and has been senior vice-president and counsel since 1943.

Schaefer Distributor Of 'Day of Triumph'

HOLLYWOOD, Nov. 18.—George J. Schaefer, who today screened "Day of Triumph" for the trade-press in connection with his announcement that he has taken over national distribution of James K. Friedrich's Century Films production in Eastman color dramatizing the last three years in the life of Christ, will plane to Dallas tomorrow enroute to New York, where he will preview the picture Monday. Schaefer

(*Continued on page* 8)

Personal Mention

DARRYL F. ZANUCK, 20th Century-Fox vice-president in charge of production, and JOSEPH MOSKOWITZ, vice-president, will arrive here today from the Coast, enroute to Paris.

•

JOHN DAVIS, managing director of the J. Arthur Rank Organization, postponed his scheduled departure from London for New York one day. He is expected now to arrive here today.

•

ARTHUR M. LOEW, president of Loew's International, and MAURICE SILVERSTEIN, regional director for Latin America, have returned to New York from Barcelona and London.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, will return to New York today from Chicago.

•

MRS. WILMA TOTTEN, of the Managers' Round Table department of "Motion Picture Herald," will leave here today for Ferndale, Mich.

•

WILLIAM W. HOWARD, RKO Theatres vice-president, will leave here Sunday on a Western trip.

•

RUSSELL HOLMAN, Paramount Eastern production manager, left New York yesterday for Hollywood.

•

RICHARD BURTON will sail from New York tomorrow aboard the "Liberte" for England.

•

ED LACHMAN, president of Lorraine Carbons, will leave here today for Washington and Jacksonville.

•

KATHARINE HEPBURN returned to New York from Europe yesterday aboard the "Independence."

•

TOM ASPELL, JR., M-G-M manager in Los Angeles, has returned there from Grand Rapids, Mich.

•

JANE POWELL, now MRS. PAT NERNEY, will leave here by plane today for Paris on her honeymoon.

•

SOL C. SIEGEL, producer, is in New York from the Coast.

•

HUNTZ HALL will arrive in New York today from Hollywood.

•

JUDY GARLAND has returned to Hollywood from New York.

Bader Nominated for AMPA Presidency

David Bader has been nominated for the presidency of Associated Motion Picture Advertisers for the 1954-55 term. Other nominated officers are Martin Davis, vice-president; Harold Danziger, secretary, and Hans Barnstyn, treasurer.

Elections will be held on Monday at a closed meeting of the organization.

Goldenson, UCP President, Will Not Seek Reelection

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., announced yesterday that he would not be a candidate for re - election as president of United Cerebral Palsy, which is holding its fifth annual convention beginning today at the Hotel Mayflower, Washington.

L. Goldenson

Goldenson, who has served as president of UCP since its founding in 1949, made the announcement at a luncheon for executives of news services, broadcasting networks and others at the Paramount Building.

Marking the fifth year of United Cerebral Palsy, Goldenson presented placques in recognition of five years of support of the cerebral palsied to the Associated Press, United Press, International News Service, The Advertising Council, National Broadcasting Co., Columbia Broadcasting System, American Broadcasting Co., Mutual Broadcasting System, DuMont Television Network, Alan E. Freedman, president of DeLuxe Laboratories; Edward L. Hyman, vice-president of United Paramount Theatres; Herman Robbins, president of National Screen Service, and Dennis James, television star and master of ceremonies on numerous UCP Telethons.

Elections Tomorrow

Goldenson announced at the lunch that he had decided to make his current term as UCP president his last. The election of new officers will take place tomorrow, the second day of the three-day national convention.

Scandinavia Nobility Dined by the AMPP

By Staff Correspondent

HOLLYWOOD, Nov. 18.—H.R.H. Prince Axel of Denmark, and the Prime Ministers of Denmark, Norway and Sweden, who arrived in Los Angeles Tuesday on the Scandinavian Airways first commercial passenger plane flight over the North Pole from Scandinavia to the United States, were honored today by the Association of Motion Picture Producers with lavish luncheon ceremonies at the Universal-International studio.

More than 250 film stars, executives, organization heads, civic and state officials attended welcoming exercises which included the playing of American, Norwegian, Danish and Swedish National Anthems, a formal greeting by the AMPP board chairman, Y. Frank Freeman, and an informal monologue by Danny Kaye.

Greeted by U-I Officials

U-I officials in the receiving-line, which included representatives of other than the host studio also, were Milton Rackmil, Alfred Daff, Edward Muhl and David Lipton.

The American ambassadors of Scandinavian countries also were present.

Hemingway Novel to McCarthy, Lowe

Producer Frank McCarthy announced yesterday that he and William Lowe had secured an option on screen rights to the untitled novel which Ernest Hemingway is presently writing in Cuba. The novel has an East African background.

Following a two-day visit with the Nobel Prize winner at his home near Havana, McCarthy said the novel would serve as a story basis for the motion picture safari project which he and Lowe set up with the author early in September.

The film will be produced independently by McCarthy, at present a Twentieth Century-Fox executive, and Lowe, formerly editor of "Look" Magazine. A distribution deal is under discussion with Darryl F. Zanuck and Twentieth Century-Fox. The new novel is Hemingway's first since "The Old Man and the Sea."

Columbia Concludes Chicago Sales Meet

CHICAGO, Nov. 18.—Following a day of individual group meetings between home office executives and branch representatives, Columbia Pictures' annual sales convention will come to a close tomorrow night after five days of sessions.

Delegates from the field will return to 38 sales offices in the United States and Canada to continue liquidation of the current product and to prepare for the handling of future product of which they were informed at the meetings.

The large delegation of home office executives will leave for New York over the weekend.

Contest for 'Chalice' Premiere Starts

HOLLYWOOD, Nov. 18.—A nation-wide contest to obtain a Hollywood premiere in the coming Yuletide season gathered momentum today when cities and towns from coast to coast set out to sell more Christmas Seals per capita—the winner to get the film opening.

Typical was the point blank challenge issued by the community of Sarasota, Fla., to Lake Jackson, Tex., saying it was going all out to obtain the world premiere of Warner Brothers' "The Silver Chalice." Lake Jackson had announced at the outset of the contest that it was in the running.

Compo's Ad Warns Of Ticket Tax Effect On Local Retailers

The 31st in the series of Council of Motion Picture Organization ads in Editor & Publisher to be published tomorrow states that if municipalities take over all or part of the 20 percent Federal admission tax which the government gave up on April 1, "they will be putting a roadblock to local retail business which Congress went to great pains to remove."

"Proof of Congress' intention to help local retail business is clearly set forth in the record," the ad says. "For instance, explaining the purpose of amusement tax relief, Rep. Daniel A. Reed, Republican chairman of the House Ways and Means Committee, made the following statement on the House floor: 'This bill is necessitated by the serious economic condition confronting the motion picture industry.' He was supported by Rep. Jere Cooper, ranking Democrat on the Ways and Means Committee, who said: 'Statistics indicate that motion picture theatres mean greater prosperity to merchants in their vicinity'."

Backed by Statistics

Citing figures to prove the local economic importance of theatres, the ad points out that in 1953 film theatres spent in their local communities a total of $605,400,000. Some of these local expenditures were: $160,400,000 for local staff payrolls; $216,800,000 for rent or realty taxes; $103,200,000 for service and utility expenses, and $72,300,000 for advertising and promotion.

"Retail merchants," the ad continues, "realize how important to their business a prosperous movie theatre is. In the last six years, when thousands of movie theatres were closing and the existence of thousands of others was threatened, merchants in many places moved vigorously to preserve their movie houses, in some instances financing the theatre owner, in others taking over the operation of the theatres themselves.

"Obviously it would be folly," the ad concludes, "if local taxing authorities, by imposing a local admission tax, balked the help to local business which Congress so generously gave."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
Color by Technicolor - A Paramount Picture
and SPECTACULAR STAGE PRESENTATION

IN PERSON
JACKIE GLEASON
AND HIS ENTIRE TV CAST
ON SCREEN CINEMASCOPE · WARNERCOLOR
ALAN LADD in DRUM BEAT
PARAMOUNT B'WAY AT 43rd ST

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. Samuel D. Berns, Manager; William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Charge CEA Head With Quota Default

LONDON, Nov. 18. — Claude Whincup, president of the Cinematograph Exhibitors Ass'n, is being prosecuted by the Board of Trade for alleged Quota default. The theatre concerned is the 850-seat Opera House at Ripon in Yorkshire. The case was scheduled for hearing yesterday.

See 'Night of Stars' As Sellout Monday At Garden Here

With acceptances from stars of stage, screen, television and night clubs coming in, the 21st annual "Night of Stars," United Jewish Appeal benefit show, at Madison Square Garden on Monday, will be a complete sellout for the 21st time, it was predicted by Sylvan Gotshal, general chairman. Once again the net proceeds will exceed $200,000, Gotshal stated, with the program of the United Jewish Appeal the beneficiary.

The latest list of stars who have stated intentions to appear includes:

Joey Adams, Tony Bennett, Jeanette La Bianca, Joyce Bryant, Manuel Capetillo and his singing Mariachis, Chino and Mary, The Chordettes, Eddie Fisher, Ganjou Bros. and Anita, Barry Gray, Joel Grey, Steve Gibson and the Red Caps, Walter Hampden, Harry Hershfield, Mambo Jetz, Kean Sisters, Al Kelly, Alan King, Tito Puente and his Mambo Revue, Claude Rains, Johnnie Ray, Bud and Ceecee Robinson, the Music Hall Rockettes, Hazel Scott, Earl Wilson and the Winged Victory Chorus.

'Desiree' Opens Big In 4 Situations

"Desiree" in CinemaScope, which bowed in a Command Performance Wednesday night at the New York Roxy, opened strong in opening dates, according to theatre reports from the film's four initial domestic engagements, 20th-Fox announced.

At the Fox, San Francisco, the drama grossed $2,810 compared to $2,542 for "Three Coins In The Fountain." A first day's mark of $1,731 was scored at the Paramount, Oakland, topping a $1,274 total for "Woman's World," the company said.

The Julian Blaustein production notched $1,292 at the Strand, Albany, and hit $1,724 at the Century, Buffalo, to best "Night People" ($1,613) and "King of the Khyber Rifles" ($1,616), according to 20th-Fox.

Form Creative Film Foundation

The formation of a Creative Film Foundation, with headquarters in New York, devoted exclusively to the development of motion pictures as a creative fine art form, was announced here yesterday.

The foundation, according to its statement of purpose, "shall give assistance to film-makers whose primary aim is creative artistic achievement, whose productions would not normally fall within the scope of the existing educational and commercial agencies . . ."

Midwest Opinion Reported

Many Confident Trade Can Solve Its Own Problems

Widely divergent opinions on the advisability of seeking Federal regulation of the industry as proposed by Allied States were encountered by MOTION PICTURE DAILY correspondents who interviewed Midwestern exhibitors.

The results in the Central area follow pretty closely those reported earlier from the East, Far West and South.

The samplings indicate that no small number of exhibitors feel that enough of their colleagues are sufficiently hard-pressed at this time to risk the dangers which they are aware lurk in government control of any branch of the industry, providing distribution itself does not offer some material relief along with an increased supply of product.

Most Prefer the Conference

In the main, however, a majority of exhibitors in the Midwest, as in other areas, appears to be confident that if a serious attempt to do so were made by both exhibition and distribution, the major grievances and problems could be eliminated by conference, compromise and good will within the industry.

Following are some of the Midwestern views collected:

Leonard Mishkind, Garden, Southern, Sun theatres, Cleveland, and Orr Theatre, Orrville: "Absolutely no. The cure would be worse than the disease. However, Allied's threat to seek government control might have some effect. It might make the distributors pause and look at the present situation that brought about the proposal for controls. I believe that we must maintain the free enterprise policy and operate our theatres without controls."

M. B. Horwitz, general manager, Washington Circuit: "I am against government control provided distributors will adopt a live and let live policy."

Andrew Martin, Royal and Dayton theatres, Akron: "If we can't run our own business, we ought to get out of it. Once the government gets in, it will never get out. I am against any form of government control in the motion picture business."

Helene Ballin, Schenley Theatre, Youngstown: "I am opposed to government control because I do not believe it can ever understand our business. Anyhow, each theatre is different and we cannot operate under a system of generalized controls."

Abe Schwartz, Lexington Theatre, Cleveland: "We don't want the government in our business. Whenever the government gets into private enterprise, it makes it worse."

Associated Circuit, Cleveland: "We don't like the idea of government control and are utterly opposed to it."

Jerome Steel, Oberlin: "I am against seeking government control. I can operate my six theatres without government interference. If I can't, I ought to get out of the business."

Jerry Goderski, Airway Theatre, Milwaukee: "I'm for government control. We are getting pushed around by distribution. Despite what they say, it's impossible to buy pictures flat." Goderski said he wrote a letter to Wisconsin Allied stating he is all for Federal regulation.

Evelyn Gutenberg, Grand Theatre, Milwaukee: "Whatever Wisconsin Allied does on this is all right with me. I'll go along with them."

A. Provinzano, Alamo Theatre, Milwaukee: "Although it's not good to have government control in private enterprise, it seems like the only answer when private enterprise gets so unreasonable. When distribution all seems to follow the same pattern, the exhibitors can't buck it any other way."

Fred Krueger, Rainbow and Ogden theatres, Milwaukee: "I think we could try to work something out without government control. We should have meetings of the minds without getting involved."

Tony La Porte, Avalon Theatre, Milwaukee: "I want government control only as a last resort." In speaking about pictures sold at high rentals, La Porte said: "Every independent exhibitor should stop buying that particular picture, and not stop buying from any one film company. Trying to break a company isn't the right viewpoint to take. We should boycott a picture if the rentals are too high. If the Emergency Committee says a certain picture is out of line then all independent exhibitors should boycott it. I think they'll talk terms then."

Cincinnati: A survey of city and many Cincinnati exchange territory exhibitors discloses almost unanimous opinion among small exhibitors that remedial measures are necessary to relieve the problem of high rentals and what is alleged to be unfair product allocation.

Exhibitor thinking is equally emphatic that government intervention is not the solution to the problems.

One influential exhibitor spokesman, who asked to remain anonymous, summed up the situation this way: "There isn't a single industry problem that cannot be solved by arbitration if the right approach and the proper follow-through are maintained. Federal intervention would, in my opinion, fall far short of obtaining the result of lower film rentals and more equitable allocations. This would be 'the court of last resort' when everything also had failed. It could well be retained as 'an ace in the hole' just in case, but we certainly have enough big men in the industry to satisfactorily arbitrate the matters in question. I feel sure that I reflect the attitude of the small exhibitor generally when I say that adoption of Allied's proposal of government regulation will not accomplish the desired result."

DCA Signs Sinatra

HOLLYWOOD, Nov. 18.—Frank Sinatra has been signed by Fred Schwartz, president of Distributors Corporation of America, to record three songs for DCA's production of "Finian's Rainbow."

Don't Say It, See It

COLUMBUS, O., Nov. 18. — Says Bob Wile, executive secretary of I.T.O. of Ohio, in a current membership bulletin:

"Regardless of the merits or lack of merit of Columbia's new picture 'Phffft,' it's going to cause a lot of trouble when it plays the theatres. What is the person answering the phone going to say when a patron inquires 'What's playing tonight?'."

People

Phil Reisman, president of Michael Todd Productions, has accepted the chairmanship of the Moton Pictures Committee of the New York Arthritis and Rheumatism Foundation's $500,000 Development Fund Drive for 1954-55.

□

Rosalind Feldman has left the station service relations department of Atlantic Television Corp. to move to the West Coast. She has been succeeded here by **Sophie Ruskin.**

□

John Devaney has been appointed to ASCAP's radio and television station relations division. He has been with ASCAP for more than seven years in Philadelphia.

□

Leon Back, president of Allied Theatres of Maryland and head of Rome Theatres, has been granted a wave-length by the FCC to construct a radio station in Baltimore.

□

Eileen Raleigh, United Artists contract clerk in Cleveland, will be married in St. Vincent de Paul Church on Nov. 27 to **Kenneth Bauer.**

□

Paul Sokol, 13-year-old son of **Robert Sokol,** manager of Loew's Broad Theatre, Columbus, is recovering from injuries sustained when he was struck by an automobile while riding his bicycle.

Rev. Grauel Plans Cinema Lodge Talk

The Reverend John Stanley Grauel will be the principal speaker at the 15th "Anniversary Night" ceremonies of the New York Cinema Lodge of B'nai B'rith at the Hotel Astor on Tuesday, it was announced yesterday by Burton E. Robbins, president.

The past presidents of Cinema Lodge, including A. W. Schwalberg, Arthur Israel, Jr., Irving Greenfield, Adolph Schimel, Albert A. Senft, Robert M. Weitman, Jack H. Levin, S. Arthur Glixon, Saul E. Rogers and Martin Levine, are scheduled to be honored at the open meeting with a group of charter members of the lodge scheduled to participate.

The winner of the 1954 Cadillac sedan being offered by Cinema Lodge will be announced.

150,000,0

Universal's
PRE$OLD
PRODUCT

20 top nation

the colorful pre-selling

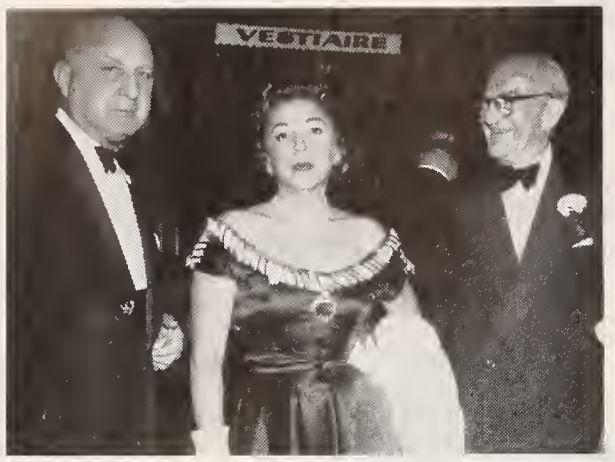
gay musical romance...

00 Readers of these

l magazines will see

ad campaign on U-I's

'The Last Time I Saw Paris' in Capitol Debut



With the lobby of the Capitol Theatre here attractively transformed into a scene which breathed the Bohemian atmosphere of the Left Bank, M-G-M's "The Last Time I Saw Paris" opened last night to an audience whose names read like a "blue book" in the fields of entertainment and society. Shown above prior to the start of the performance are, left to right, first photo: Herman Ripps, assistant Eastern sales manager of M-G-M, George Murphy and Si Seadler, advertising manager of M-G-M. Second photo: Barney Balaban, president of Paramount Pictures, Mrs. Balaban and Nicholas M. Schenck, president of Loew's, Inc. Third photo: Van Johnson, co-star of the picture, with Mrs. Johnson.

Cambridge

(*Continued from page* 1)

designed to meet the needs of its local citizenry by the Community Services. Regular admission prices at the University are 40 cents matinees and 65 cents evenings. With the reductions, eligible patrons may now pay only 15 cents matinees and 40 cents evenings.

Can Bring a Guest

Those eligible must go to one of the 10 Red Feather or Community Service headquarters to apply for identification cards which are presented at the box office for the reduced prices. The offer is good for every day except Saturdays, Sundays or holidays, while each holder of one identification card may bring one guest also over 65 at the same reduced rate.

The program was presented to Stanley Sumner, managing director of the University. "We are trying out this system from Dec. 1 to March 1 to see how it works out," he said. "If it is as successful as we hope it will be, we will continue it indefinitely. Today there are so many elderly people living in a fixed income bracket who simply cannot afford to attend the theatre as often as they desire, that we feel we can give them a chance for entertainment and diversion by offering them this opportunity to attend our theatre more often. It is a local Red Feather project which we are delighted to cooperate with."

Editorial Praises Plan

The Cambridge "Chronicle - Sun" came out with an editorial titled "Another First for Cambridge," lauding the Red Feather, the city Recreation Department and "that statesman of show business, Stanley Sumner." The editorial went on to say that "this plan will enable many people over 65 to enjoy hours of entertainment which they might not otherwise be able to afford. Since the matinee admission charge is 40 cents the 25 cents reduction means that for 15 cents, a 'senior citizen' can buy 'a million dollars' worth of Hollywood entertainment.' Everyone knows that 'movies are better than ever.' Judging from this imaginative and useful plan, Cambridge social work and community cooperation are better than ever, too."

(*Continued from page* 1)

for the event. Tex and Jinx Falkenberg did a half-hour tape recording of interviews from the inside lobby of the theatre for broadcasting nationally on their radio program this morning. Additionally, Steve Allen and his NBC camera crew "shot" pictures of the celebrities for his "Tonight" program which was broadcast over the WRCA-TV network about midnight last night. Van Johnson also made a personal appearance on the Steve Allen show, where he talked about the picture, produced in Paris. News of the Day also photographed the occasion for inclusion in the News distributed to theatres in the local area today. Both Miss Taylor and Johnson leave for the Coast today after a week of publicity activity here on behalf of the picture.

Nicholas M. Schenck, president of Loew's, and Mrs. Schenck headed the list of M-G-M and Loew executives attending. Executives from other film companies also were there, as well as leading independent and circuit exhibitors. Elizabeth Arden, Constance Bennett, Hattie Carnegie, Phil Silvers, John O'Hara, Deems Taylor, Herbert Bayard Swope, Billy Rose, Gabby Hayes, Monica Lewis, Audrey Meadows, Jeffrey Lynn, Margaret Case, John Cashmore, Bryon Foy, the Gabor Sisters, and Odette, who sings in the picture, also attended. Miss Odette also sang in the inside lobby of the theatre last night before the picture went on.

A buffet supper in the executive dining room of the Loew Building, attended by the guest personalities, preceded the opening of the picture at the Capitol.

See 'Break Figure' Dispute Near End

By Staff Correspondent

LONDON, Nov. 18. — The long dispute between Britain's exhibitors and distributors over break figures is nearing an end. The Kinematograph Renters Society agreed in principle this week to be guided by the "advice" tendered by Cyril Salmon, Q.C.

It will be recalled that the exhibitors had insisted that all break figure decisions should be a matter of individual trading between seller and buyer and that the KRS break figure resolution should be withdrawn. In his "advice" Salmon said:

"In my judgment this (KRS) resolution is contrary to the best interests of the industry—and therefore, on a broad view, to the best interests of the renters themselves. Moreover, the renters, in my view, can be given adequate protection against the particular danger which the resolution is designed to meet without resorting to the practices the resolution lays down."

The KRS points out, however, that the matter is one for the joint CEA-KRS committee and until agreement is reached at that meeting the society's existing break figure resolution remains in full force. That meeting is likely to take place early next month.

Early FCC Hearing On Toll TV Seen

By Staff Correspondent

WASHINGTON, Nov. 18.—Federal Communications Commission officials look for an early Commission announcement scheduling hearings on requests to authorize Phonevision and other subscription television systems.

They say such an announcement should be forthcoming before the first of the year. However, they add, the hearings that are scheduled could be several months off.

Presumably theatre operators and other industry officials organizing against subscription TV would seek to intervene in such an FCC hearing.

MGM Has 6 Films Now in Production

HOLLYWOOD, Nov. 18. — With filming started Monday on "The Blackboard Jungle," six pictures are currently in production at M-G-M. Based on the Evans Hunter novel about today's juvenile delinquency problem, "The Blackboard Jungle" has a cast headed by Glenn Ford, Anne Francis, Louis Calhern, Margaret Hayes and Richard Kiley. The film is being directed by Richard Brooks.

AB-P's Scott

(*Continued from page* 1)

Jungle" is being released as a first feature and is estimated to gross $2,000,000, of which half will probably be returned to Britian. The others are all likely to yield a return to this country of between $75,000 and $100,000 each. "The Weak and the Wicked" is being shown on RKO, Warner and Loew circuits, he reported.

Scott pointed out, however, that while he anticipates substantial returns from his company's pictures, distribution costs were high. He explained that to give a film general release in the United States it required a minimum of 150 prints, although this could secure as many as 9,000 bookings.

He was high in his praise of Allied Artists with whom AB-Pathe has a reciprocal distribution arrangement.

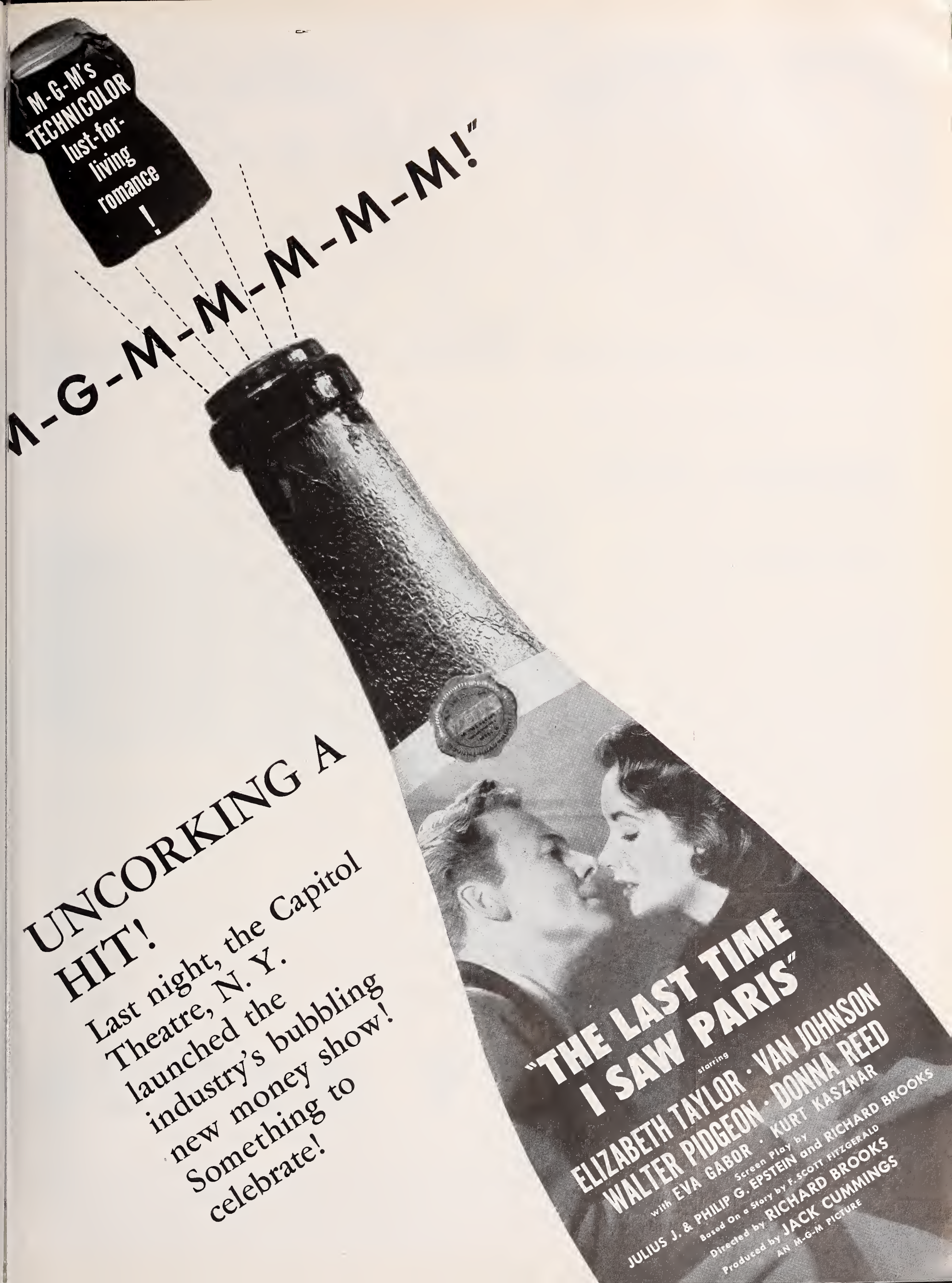
He concluded his statement with a reference to CinemaScope. "It is now an accepted thing in almost every American cinema. It would help Britis pictures in the American market if they were made in CinemaScope, providing this medium was suitable for the subject."

John Davis, managing director of the J. Arthur Rank Organization, left London for New York by plane last night. The Rank-Davis view of American exhibitor attitude toward British films is not as mild as MacGregor Scott's.

Both Rank and Davis have flatly charged that British films are unfairly treated by American theatres and have said they will acquire theatres here if necessary, when sterling conversion permits, in order to ensure their product being made available to the mass American audience.

New Albany Drive-in

ALBANY, Nov. 18.—A drive-in is to be constructed off Southern Blvd. and near the new State Thruway by the owner of a small neighboring airport, according to reports in industry circles. The theatre would be close to the city line. There are already six drive-ins rimming Albany, with another across the river and two beyond Troy, six miles from here.



UNCORKING A HIT!

Last night, the Capitol Theatre, N. Y. launched the industry's bubbling new money show! Something to celebrate!

Local 306

(*Continued from page* 1)

"performances will not be as good as in the past," adding that the new techniques require projectionists "to be on their toes at all times."

In order to meet emergencies caused by breakdowns and maintain high efficiency in the booth, theatres must have at least two men in the booth continuously, the Local 306 president said.

Local 143, St. Louis, recently worked out a five-year agreement whereby theatres would have one projectionist in the booth. The agreement between the projectionists and the theatre owners necessitates an immediate repeal of the St. Louis city ordinance which requires the use of two projectionists in a booth. It is also reported that efforts are underway in Massachusetts to put through a state bill that would permit theatres to operate with only one projectionist. The St. Louis agreement, effective Sept. 1, 1955, will apply to 47 theatres in the area.

International Policy Stands

The international IATSE policy on the two-man-in-the-booth situation, as defined by president Richard Walsh during the August convention of the union in Cincinnati, still stands, it was said.

Walsh, in his report to the IA delegates, stated: "In various parts of the U.S. and Canada, certain locals have gone to one man in a booth. Often this could not be avoided after the protection of state, provincial or munipical regulations was removed. On the other hand, manpower sometimes was cut without a battle—in return for large pay boosts. Such arrangements can be made with a clear conscience, I think, only when they do not create unemployment among the membership.

"Otherwise I believe in battling to the last ditch. Although safety film is a fact we must face, I personally never have believed in selling manpower merely on the basis of decreasing the fire hazard. It takes two men, working together, to put on a dependably flawless show, and I still believe in the long-run wisdom of that type of service. So let us keep fighting, wherever possible, for an opportunity to provide it."

George Schaefer

(*Continued from page* 1)

told MOTION PICTURE DAILY he will roadshow the attraction at advanced prices, with the first engagements probably starting Christmas Week.

The picture is the first theatrical film production since 1927 (DeMille's "King of Kings") in which Christ has been portrayed by an actor, in this case Robert Wilson.

Other players in cast include Lee J. Cobb, Joanne Dru, James Griffith, Ralph Freud, Tyler McVey, Everett Glass and Lowell Gilmore. Direction is by late Irving Pichel, who directed "Martin Luther."

Schaefer has appointed the Meyer Beck Organization, New York, as national publicity representatives.

$22,432 for 'Aida'

"Aida," which is being released by IFE, begins its second week at the Little Carnegie here today, after registering a gross of $22,543 for the first week, IFE reported. This is said to be the largest gross recorded by the Little Carnegie.

Review

"Cattle Queen of Montana"

(RKO-Bogeaus) *Hollywood, Nov.* 18

WITH names as good as Barbara Stanwyck, Ronald Reagan, Gene Evans and Technicolor to spread across marquee, billboard and newspaper space, opening business for this Benedict Bogeaus production figures to be brisk, and in areas where action is the principal demand made upon the Western melodrama, the picture may very well sustain its initial draw. In communities where audiences are more exacting in their requirements, however, the confusion that sets in on the story line at mid-picture and the difficulty of separating the good Indians from the bad Indians thereafter may mitigate against extended runs. In any and all areas and communities, regardless of story, plot, players or whatever, cinematographer John Alton's camera paints some of the most beautiful pictures of mountains, horses and cattle anybody'd ever want to see.

The script used by the veteran and versatile Allan Dwan was written by Robert Blees and Howard Estabrook, a pair of long-experienced craftsmen, and is based on a story by Thomas Blackburn. The film takes its title, evidently, from a point somewhat beyond the end of the picture, when the heroine may have become the cattle queen of Montana, but the film takes her only up to the time when her enemies have been thwarted and her claim to certain land and cattle established.

At the opening of the picture, she and her father have arrived in Montana from Texas at the head of a wagon train which bad Indians, in pay of a white man, ambush and destroy, killing everybody but her and an aged foreman. (The white man, bent on owning the entire Buffalo Valley at whatever cost, is played by Evans.) About now, Ronald Reagan shows up in the guise of an unemployed gunslinger and goes to work for Evans. Along about here it develops that all the Indians in the area are Blackfeet, but about half of them are bad Indians in white employ and the other half, under a college-educated chief, are good Indians. The good Indians string along with Miss Stanwyck, the bad Indians with Evans, and after many and many a bloody battle, and after Reagan has revealed that he's really an Army Intelligence officer, girl gets land, boy gets girl, and Alton gets a fine shot of a Montana sunset.

Running time, 88 minutes. General classification. For release in November.

WILLIAM R. WEAVER

Form N.O. Firm to Make Films Abroad

Special to THE DAILY

NEW ORLEANS, Nov. 18. — George M. Leppert, of this city, today announced that an independent producing company is being organized here which will specialize in Class A, low-budget features made in foreign countries.

Leppert, president of the new corporation, said it is organized on a nominal capital basis, with no stock sales offered to the public. The firm, titled Draw Poker Films, Inc., will have its legal headquarters in Houston. The New Orleans base of operations will be the office of the treasurer, George Wetzel. Robert L. Irvin, Long Beach, Cal., attorney and public relations counsel will head the West Coast center. Leander H. Perez, Jr., is the local vice president.

First Is a Suspense Film

A suspense film is the first production slated to be shot. The story, Leppert said, was co-authored by him and Edward Ainsworth, novelist and feature writer of the "Los Angeles Times." Advising Ainsworth in preparing the script are actors in the film, Morris Ankrum and Ollie Prickett.

Leppert says he plans to leave for Madrid, Spain, on Jan. 1 to negotiate for the filming with a Spanish group for co-production, and will sell the show directly to them. If not, it will be made in Hollywood. Shooting is expected to start May 1.

Present plans call for the film to be in black and white for wide screen. Americans on the production staff for the film in Spain will include three actors, a camera man and director.

Each production will be financed on its own basis, said Leppert, either directly by New Orleans men or by subscription contracts with direct participation in the net.

'Cattle Queen' Bows In Billings, Mont.

BILLINGS, Mont., Nov. 18. — Crowds jammed Fox Theatre last night for the world premiere of RKO's "Cattle Queen of Montana." Before the Technicolor production was shown, state and local dignitaries selected a Cattle Queen from five contestants who had survived a state-wide search. Mrs. Susan Haughian, one of Montana's real cattle queens in the early days of the state, crowned the winner, who was 18-year-old Betty Lou Dahl, of Butte. Miss Dahl will visit Hollywood for a week as guest of RKO. Her transportation, and that of her chaperone, will be supplied by Frontier Airlines.

Festivities Broadcast

Station KOOK, a Columbia Broadcasting System outlet, broadcast the premiere festivities from the theatre. Cattle Queen contestants and celebrities were interviewed in the Fox lobby.

Throughout the day, the girls and Mrs. Haughian were guests of the city of Billings and RKO. They attended a series of special events arranged by the women's committee of the local Chamber of Commerce.

To Show Art

The first annual art exhibition of paintings by employees of 20th Century-Fox will be launched at a cocktail party and preview this afternoon in the company's home office gallery.

Lassen in New Post

Kurt Lassen has been appointed to the newly-created post of promotion director of "Seventeen" Magazine, it was announced by Howard Bergman, general manager.

Hyman

(*Continued from page* 1)

and "A Star Is Born," Hyman contended, are now being offered an uninterrupted playing time period without heavy competition. It shows, Hyman continued, that there are now no real "seasons" in this business. Big pictures do outstandingly well in any period of the year, he added.

The AB-PT vice-president acknowledged, however, that although progress is being made in eliminating the so-called "seasonal" release pattern, "the battle has not been won."

Regarding other trade problems, Hyman spoke glowingly of M-G-M's "Workshop," citing it as an example of how distributors and exhibitors can work together to their mutual advantage. Warner Brothers' efforts to ready the release of "Silver Chalice" for Christmas was also cited by Hyman. He told of how within a few weeks after seeing the picture on the Coast, a meeting of AB-PT field men and advertising and publicity men, under the supervision of WB advertising and publicity director Ben Kalmenson, was arranged to work out an exploitation campaign on the picture.

CEA Resignations

(*Continued from page* 1)

latte, managing director, of the powerful ABC Circuit also attended.

The meeting expressed "complete confidence in the general secretary" and approved a recommendation for a complete review of the somewhat antiquated and cumbersome constitution of the CEA. Immediately thereafter a resolution to this effect was endorsed at the full general council meeting.

There has long been a bitter undercurrent of criticism of and opposition to the present control and guidance of the exhibitor organisation. The prolonged and embittered wrangle over the new Eady levy led to a further clash of personalities, with Fuller as the critics' main target. But Fuller is said to thrive on crises. He continues in office with the full support of his members. And whatever the outcome one thing is obvious, the CEA remains a united, albeit weakened, body.

It may well be that all this will lead to a marked improvement in industry relations here.

Coast Writers Elect

(*Continued from page* 1)

Dougall and Frank Nugent as trustees. Frances L. Inglis was unanimously approved as executive director.

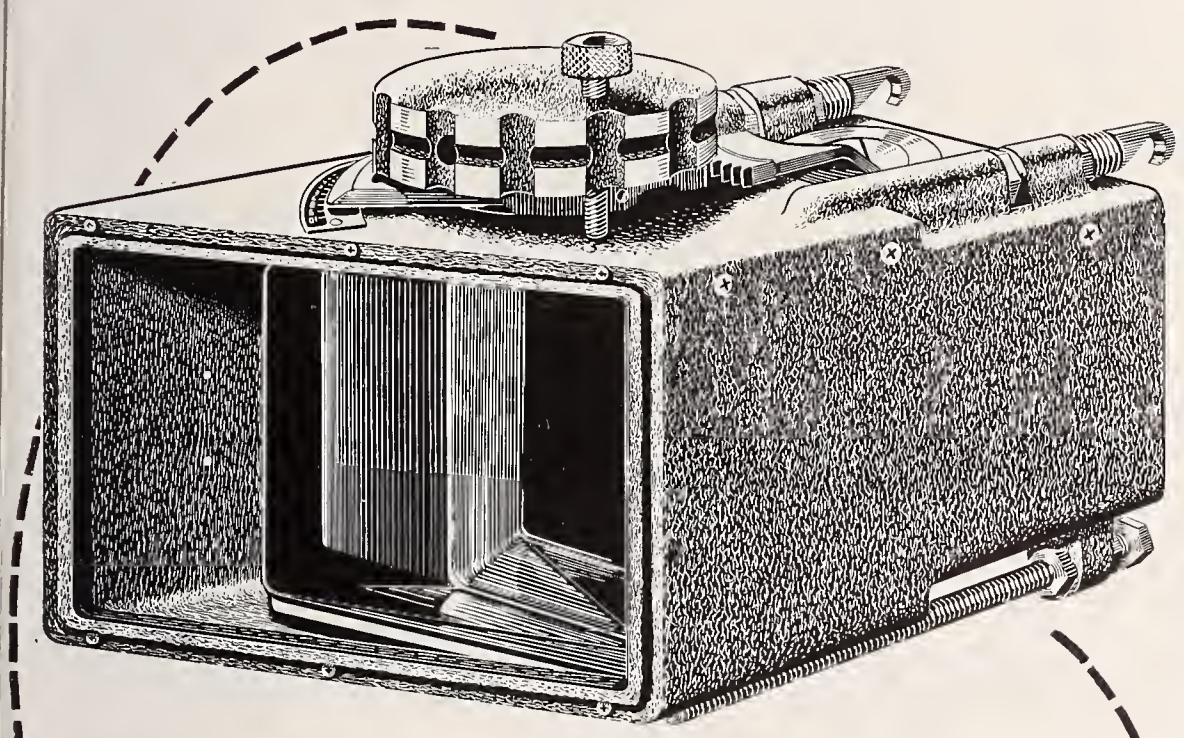
WGAW was created recently as the Western division of a national organization embracing the former Author's League of America, Screen Writers Guild, Radio Writers Guild and Television Writers Group.

Ivan Goff was elected president of the screen writers branch; David Franklin president of the radio writers branch; Fenton Earnshaw president of the television writers branch.

Other election results will be disclosed Monday following the tally.

WGAW will not tabulate the votes on the constitutional amendment which would bar from membership Communists and writers who refused to answer questions on the loyalty issue until Dec. 15, at which time the Writers Guild of America East is scheduled to vote on this amendment.

ONE TELLS THE OTHER...



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TV and Radio in HOLLYWOOD

By SAMUEL D. BERNS

PINKY LEE sent us newspaper ads in which he apologized to more than 15,000 ticket holders who couldn't get into the Cleveland Statler for his two p.a.'s. Halle Bros. Dept. Store will know better if it gets to sponsor the next one. . . . ABC's Donn Tatum appointed to the Governor's Committee for Employment of Handicapped. . . . Gross-Krasne supervising filmed commercials for H. J. Heinz Co. at their California studios. Leo Langlois planed in from Detroit to assist for the Heinz agency, Maxon, Inc. . . . Fred W. Swanson ankled the Russel M. Seeds agency to rein UPA's animated cartoon facilities for Spot deals. . . . Mercury International Pictures snared Chicago's Art Director's Club award this year for creating best TV commercial: "The Little Boy," filmed for Leo Burnett's account — Kellogg's Corn Flakes. . . . With all the radio, TV and commercial rights to the Lone Ranger safely tucked away in his "new deal" file, Jack Wrather is blazing trails for the promotion of the series.

■

Sunset Blvd's curbs will be bursting with pride when KTLA starts building its new 2 million $$ studios this month — that doesn't include the cost of the ground. . . . Erna Lazarus, writer of the filmed "Mayor of the Town" series, has earned associate producer credit. . . . Martin & Lewis will start recouping some of that hundred grand they lost on account of Jerry's illness when they face the NBC cameras again on Dec. 19. . . . Mort Abrahams round tables future policy with MCA and BBD&O on the live GE Theatre shows out of CBS Television City. . . . Barbara "Mrs. North" Britton is squeezing in a lead film role in "Third Girl from the Right" at Universal-International. . . . Tennessee Ernie is stealing patter from his fan mail to ease material shortage. . . . Bing is priming his pipes to sound off on ye olde CBS radio for the quintet of weekly programs. . . . We heard of a guy who got nervous sneaking product mentions. — He finally joined "Plugs Anonymous."

■

FRANK O. PINYONS: Barbara Bates gives NBC's "It's a Great Life" some eye-filling moments. Wouldn't hurt to build up some of the situations around the film startlet for the TV series insurance. . . . Fresh jokes don't require canned laughs. . . . Wm. Morris has a hot film package dreamed up by Sam Newman, with Peter Lorre and Francis Sullivan filling the title roles as "The Getter and the Holder."

■

A special 30-day sales drive starting this week will mark United Television Programs' fifth anniversary. Wynn Nathan, UPT's sales veep, now has 10 million $$ worth of product to brag about. . . . The same Superman cast is back at California Studios to resume shooting the series in color.

VARIETY TENTS IN N. O., DALLAS, CHICAGO, CLEVE. ELECT OFFICERS

Elections of officers in Variety Club tents in New Orleans, Dallas, Chicago and Cleveland were held during the past week.

In New Orleans, all officers and the 11 men who had served temporarily since the formation of the tent in June were reelected. They were Page Baker, chief barker; Harold Cohen, assistant chief barker; William Briant, second assistant; Dan Brandon, property master, and Henry Plitt, dough guy. The permanent board will consist of Joel Bluestone, J. L. Boyer, William Holiday, Carl Mabry, Ernest MacKenna, L. C. Montgomery, Baker, Brandon, Briant, Plitt and Cohen.

Temporary quarters of the New Orleans club will be in the Warwick Building, but a permanent home will be selected shortly, it was announced. The tent's charity will be the presentation of pictures for shut-ins. Baker and Mabry will be delegates to the national convention.

Kendall Way Elected

The Dallas tent elected Kendall Way, former first assistant chief barker, to the post of chief barker, succeeding Albert Reynolds. Other officers elected were Charles Darden, first assistant; Don Douglas, second assistant; Meyer Rachofsky, dough guy, and Joe S. Caffo, property master.

Jack Silverthorne was reelected chief barker of the Cleveland tent for a second term. Elected to serve with him were Tom McCleaster, first assistant; Dan Rosenthal, second assistant; Nat Barach, property master; Edwin R. Bergman, assistant property master, and I. J. Schmertz continues as dough guy. The board of directors consists of Peter Rosian, Henry Greenberger, Nate Schultz, Abe Kramer, Marshall Fine, Leonard Greenberger, Irwin Shenker, Milton Grant, Bill Gordon and Will Dougherty. Silverthorne and Shenker were named delegates to the national convention, with Grant and Leonard Greenberger as alternates.

The eleven-man crew voted in by members of Tent No. 26, Variety Club of Illinois, elected Jack Kirsch, president of Allied Theatres of Illinois, chief barker for 1955.

Other 1955 officers chosen by the crew were Nat Nathanson of Allied Artists, first assistant chief barker; Lou Reinheimer, Rose-Bowl, second assistant chief barker; Harry Balaban, H & E Balaban Theatres, dough guy, and Jack Rose, Indiana-Illinois Theatres, property master. New crew elected by the membership, in addition to the officers, were Dave Wallerstein, Lou Goldberg, Charles Cooper, John Semadales, Ralph Smitha and Sam Levinsohn.

Manny Smerling of Confection Cabinet Corp., whose term as chief barker expires at the end of 1954, will represent the club as International canvasman. Delegates chosen to the International Variety Club convention in 1955, in addition to Kirsch, include Mike Stern, with Irving Mack, Filmack, Inc., as first alternate and Nat Nathanson as second alternate.

Elect Bluestein Honorary Director of Memphis Tent

MEMPHIS, Nov. 17.—Ben Bluestein, ill with a heart attack, was elected an honorary director of Variety Club with 11 new directors.

New board members are: Fred A. Meyers, M. A. Lightman, Jr., Nathan Reiss, Howard Nichols, Tony Tedesco, Ben Bass, George W. Simpson, Conrad Bach, Fordyce Keiser, G. L. Brandon and Alton Sims.

New directors will elect officers in a week or 10 days.

Nine Films Start, 4 Finish on Coast

HOLLYWOOD, Nov. 18. — Nine pictures started and four were completed this week, increasing the overall total in production to 37 pictures.

Started were: "Code Three," (Allied Artists); "Chicago Syndicate," (Columbia); "I Am a Camera," Remus (DCA); "Kentucky Rifle," Howco Prods., and "The Big Bluff," W. Lee Wilder, (Independent); "Blackboard Jungle," (Metro-Goldwyn-Mayer); "Daddy Long Legs," CinemaScope, color, and "The Number One," National Pictures-Primero, CinemaScope, Eastmancolor (20th Century Fox); "Robbers' Roost," Goldstein-Jacks, (United Artists).

Completed were: "The Marauders," color, (Metro - Goldwyn - Mayer); "Seven Bad Men," Nat Holt, Superscope, Technicolor, and "Escape to Burma," Filmcrest, Superscope, Technicolor (RKO Radio), and "Top of the World," Landmark, (U.A.).

Youngstein Returning

Max E. Youngstein, vice-president of United Artists, will return to New York over the weekend, following a two-week stay on the West Coast, where he conferred with executives at the company's Hollywood office and met with producers currently filming or readying films for UA release.

Posthumous Award To Tent 1's Rauh

PITTSBURGH, Nov. 18.—The first posthumous award in the history of Tent One, Variety Club, will be conferred on Sunday upon Richard S. Rauh, local civic leader, who died last July. His widow, actress Helen Wayne Rauh, will accept the annual Heart Award from A. K. "Rosey" Rowswell during the Variety Club banquet in Hotel William Penn. Rauh was active in such ventures as the Pittsburgh Playhouse, the Pittsburgh Symphony, the campaigns of United Jewish Fund and the Federation of Jewish Philanthropies.

George Jessel will emcee the Sunday night banquet.

Legion Reviews 13; Rates 3 'B,' 10 'A'

"Destry," "Track of the Cat" and "Twist of Fate" have been placed in Class B in the latest listing of the National Legion of Decency, which at the same time rated 10 films as Class A.

"Aida" and "Black 13" were placed in Class A, Section 2, while in Class A, Section 1 are "Athena," "The Black Knight," "The Bob Mathias Story," "Drum Beat," "Masterson of Kansas," "Romeo and Juliet," "Trouble in Store" and "West of Zanzibar."

Col. Talent

(*Continued from page* 1)

actresses in recent months, but that it is also implementing a continuing policy of placing the players in important pictures alongside established stars to make them known to the public.

Among the newly signed players whom Columbia plans to utilize in this manner are Adelle August, Vince Edwards, Kathryn Grant, Lucy Marlow, Jana Mason, Kerwin Mathews and Connie Towers. They hope to follow in the footsteps of other Columbia players who have come to be recognized as potential top stars after only a few appearances on the screen, the company said. This group includes Phil Carey, Dianne Foster, Robert Francis, Brian Keith, Jack Lemmon, Kim Novak, Betsy Palmer, Aldo Ray and May Wynn. All of these players made their screen debuts in key roles opposite big name stars.

Roles Must Fit Talents

Columbia will not cast the youngsters in pictures at the studio unless the roles fit their talents, it was said. But to insure that the new faces will gain recognition it has been the policy to loan out the contract players for suitable parts at other studios if they are not working at Columbia. For example, Lemmon and Miss Palmer will be seen in Warners' "Mister Roberts," Ray will appear in Warners' "Battle Cry" and Paramount's "My Three Angels," while Miss Foster is working in Hecht-Lancaster's "The Kentuckian."

All of these players are also being kept busy at Columbia. Lemmon has completed three films and is currently working in a fourth. On the distaff side, the Misses Novak, Foster and Wynn will be seen in at least three films each within a year.

It will be the practice of Columbia to send the new stars on tours as much as possible to make them known in the smaller cities and to help them gain added poise and polish, it was stated.

3-Day MPEOF Meet To Start on Sunday

Special to THE DAILY

JACKSONVILLE, Nov. 18. — Spurred by a convention slogan, "Help Comes to Those Who Help Themselves," the Motion Picture Exhibitors' of Florida will hold its annual meeting at the Hotel Roosevelt here next Sunday, Monday and Tuesday with an attendance which, according to present indications, is expected to be the largest in the six-year history of the organization.

The discussion of film rentals, shortage of product and the slowing of availability dates are subjects high on the agenda of the conclave.

The convention will open with a cocktail party on Sunday evening and will really get under way Monday morning with a business session under the direction of Nat Williams of Thomasville, Ga. This will be followed by a luncheon and an afternoon session at which the speaker will be George Murphy.

The Tuesday morning business session will have James Partlow, of Orlando, Fla., in the chair, while Horace Denning, president of the organization, will preside at the Tuesday luncheon.

Election of officers will be held on Tuesday afternoon.

EXHIBITORS

of

NEW ENGLAND

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MGM's NEW ENGLAND "WORKSHOP"

on Monday, December 6

HOTEL BRADFORD, BOSTON, MASSACHUSETTS

to be held

in conjunction with

Independent Exhibitors, Inc. and Drive-In Theatre Association of New England's Annual Convention

held on Tuesday, December 7

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THE LOOP THEATRE—CHICAGO,

WITH RECORD BREAKING GROSSES FIRST THREE DAYS...SECOND WEEK HOLDOVER ALREADY SET

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TO SMASH BUSINESS INDICATING HOLDOVER AND EXTENDED ENGAGEMENT

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MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 98 NEW YORK, U. S. A., MONDAY, NOVEMBER 22, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

WHAT strikes this observer as the most important result of last week's meeting of directors and executive committee members of COMPO actually was a by-product of the session, rather than a pre-planned objective.

That would be, of course, Al Lichtman's offer to try to arrange a meeting of top home office and distribution executives with representatives of organized exhibition to discuss some of the more urgent trade practice problems of the day.

•

As previously stated, such a meeting, if one can be arranged, will have nothing to do with COMPO. Yet COMPO was the instrument through which the principals most concerned were brought together and through whose deliberations the idea developed.

An opportunity for a reasonable exchange of views by spokesmen for exhibition and distribution is needed urgently. Serious, even permanent harm may be done the industry if the roundtable meeting which Lichtman offered to try to arrange cannot be set up.

There is little point in undertaking any of the several new projects proposed at the COMPO meeting, as cooperative endeavors, unless and until the several branches of the industry learn to live again in a reasonable semblance of harmony. Then and only then will their joint efforts carry the promise of achievement.

•

ALFRED STARR, Nashville exhibitor and chairman of the TOA executive committee, telephoned this department to take issue with the statement in last week's pillar discussing exhibitor financing of production, that "medium and low-budget films no longer bring people into the theatres."

Distributor propaganda and untrue, Starr believes.

This department agrees with Starr, as everyone must, that a large budget does not insure a suc-

(*Continued on page 2*)

Cite Objectionable Ads

Catholics Reminded of Legion of Decency Pledge

WASHINGTON, Nov. 21.—The Catholic bishops of the United States, assembled here on Friday reminded the Catholic people of the seriousness of the pledge of the Legion of Decency and called for faithful compliance with it. The pledge which is taken by Catholics on the Sunday within the Octave of the Feast of the Immaculate Conception provides for the avoidance of motion pictures dangerous to their moral life.

The bishops also reminded Catholic critics of their obligation to emphasize the primacy of the moral in the appraisal of any film irrespective of its technical and dramatic values.

Reference was made by the bishops to the communication of His Excellency Giovanni B. Montini, former Papal Pro-Secretary of State and now Archbishop of Milan, to the June conference of the International Catholic Office of the Film held in Cologne in which the Pro-Secretary of His

(*Continued on page 4*)

Schine Contempt Trial Deadline Date Is Nov. 29

BUFFALO, Nov. 21.—Trial of the Schine Chain Theatres Inc., and other organizations and individuals on charges of civil and criminal contempt of court has been adjourned on a day-to-day basis with a deadline of Nov. 29.

Federal Judge John Knight said he was granting the adjournment of the trial, scheduled to start tomorrow, because attorney William B. Mahoney is busy in Supreme Court on another matter. Mahoney is scheduled to represent Common Council president El-

(*Continued on page 4*)

'Ten Commandments' Ahead of Schedule

Having completed shooting in Egypt on "The Ten Commandments" two weeks ahead of schedule, Cecil B. DeMille will return to the United States on Wednesday, accompanied by Charlton Heston, who is starred as Moses, and who appeared in several of the major location sequences.

Among the important scenes filmed

(*Continued on page 4*)

Metro Leading Off '55 with 8 Films

MGM will release eight pictures during the first four months of 1955, according to tentative plans announced by Charles M. Reagan, vice-president and general sales manager. According to the schedule there will be two pictures released each month, all in Eastman color but seven in CinemaScope.

Leading off the list in January will be "Bad Day at Black Rock," the Dore Schary production, in CinemaScope starring Spencer Tracy, Robert

(*Continued on page 4*)

Fix Date, Probable Compo Poll Costs

The new target date for the projected national audience poll is Feb. 15 rather than Jan. 15, it was disclosed here at the weekend by Robert Coyne, special counsel for the Council of Motion Picture Organizations.

Coyne, prior to leaving for Europe on a three-week vacation, spelled out in greater detail the plans for the project. In regard to financing it, Coyne estimated that it would cost participating theatres approximately $100 for such things as lobby displays. Although the cost per theatre would be small, the aggregate sum expended for the poll could easily reach $1,000,000, with 10,000 theatres participating, it was pointed out.

The tabulation as to the patrons' star and picture choice would be done in the field, Coyne explained, negating extra costs and time if the tabulation were done centrally. The poll project, now in the hands of COMPO's over-all audience building committee, should engender great enthusiasm and interest in films, Coyne added, pointed out that interest could be extended throughout the year with announcements of possible winners and their poll standing.

Project Jelling

No Legal Bar To Industry Parley Seen

Arbitration 'Appropriate' Topic, Lichtman Feels

By MURRAY HOROWITZ

The likelihood of realizing the project to hold an all-industry round table conference appeared stronger at the weekend with the disclosure that company attorneys feel that such a conference would not be in contravention to the anti-trust laws.

The disclosure of the sentiment of company attorneys was made by Al Lichtman, 20th Century-Fox distribution director, and author of the proposal.

Lichtman, at the same time, in response to a question, said that the arbitration issue would be a "very appropriate" topic among others, for discussion at the proposed meeting of company presidents, sales managers and exhibition leaders.

The interview, interrupted by the arrival here from the Coast of Darryl F. Zanuck, 20th-Fox vice-president in charge of production, was preceded

(*Continued on page 5*)

Over $800,000 DCA Stock Sold

Over $800,000 of the stock of Distributors Corp. of America, capitalized at $1,000,000, has been subscribed already, it was disclosed here at the weekend by Charles Boasberg, vice-president of distribution for DCA.

Boasberg added that the "over $800,000" represents stock sold, explaining that pledges have been received for the entire $1,000,000.

Asked for the names of those exhibitors participating in the DCA venture, Boasberg said they would be made public when Fred Schwartz, DCA president, returns from Hollywood this week.

'Shield' Plays 600 Non-'Scope Houses

In line with Universal-International's announced policy of providing exhibitors with all of its pictures for all types of theatres, "The Black Shield of Falworth," the company's first CinemaScope production, which was released in September, already has played in almost 600 theatres not yet equipped for CinemaScope, it was

(*Continued on page 5*)

Personal Mention

RICHARD W. ALTSCHULER, Republic Pictures director of worldwide sales, left here at the weekend for Hollywood.

•

JOHN DAVIS, managing director of the J. Arthur Rank Organization, left here for the Coast yesterday. His arrival in New York from London by plane was delayed Friday due to weather conditions which sent his plane first to Montreal, then to Washington.

•

NETTIE ANIXTER, secretary to MIKE SIMONS, M-G-M customer relations head, has left New York for a vacation in Mexico.

•

ROBERT W. COYNE, executive director of COMPO, left here for Europe by plane yesterday, to be away about three weeks.

•

DR. RENATO GUALINO, president of I.F.E. Releasing Corp., has arrived in New York from Italy.

•

ROBERT ROSSEN, writer, and HELEN MORGAN, publicist, will leave here today for Spain via B.O.A.C. Monarch.

•

P. T. DANA, Universal Pictures Eastern sales manager, is in Pittsburgh from New York.

•

SARA SALZER, West Coast editor of "Seventeen," is in New York from the Coast.

•

SAM SPIEGEL, producer, left New York yesterday for London via B.O.A.C.

•

COLLIER YOUNG, president of Filmakers, Inc., returned to Hollywood over the weekend from New York.

•

S. HUROK has arrived in New York from the Coast.

5 Speakers Slated for Oklahoma T.O. Meet

OKLAHOMA CITY, Nov. 21. — Top industry figures will be here for the annual convention of Theatre Owners of Oklahoma, Dec. 5-7, TOO president Morris Lowenstein said today. They include Robert J. O'Donnell, vice-president of the Interstate Circuit of Texas; Pat McGee, general manager of the Cooper Foundation and a prominent figure in the Council of Motion Picture Organizations; E. D. Martin, president of Theatre Owners of America, and Si H. Fabian, president of Stanley Warner Theatres.

McGee will be the keynote speaker on Dec. 6, while Martin and Fabian will be heard the following day, the former at a luncheon meeting and the latter at the annual banquet. O'Donnell will be the luncheon speaker on Dec. 6. Lowenstein expects about 250 exhibitors to attend.

It is expected that Sen. Robert S. Kerr of Oklahoma, who aided greatly in the passing of the bill cutting Federal ticket taxes, will speak at the Dec. 6 luncheon.

Govt. Files Anti-Trust Suit Against RCA and Others

The government has filed a major anti-trust suit against the Radio Corp. of America, charging it with having, since 1932, monopolized the radio-television patent licensing business.

The suit was filed Friday in New York City District Court. Named as co-conspirators, but not as defendants, were American Telephone and Telegraph Co., Western Electric, Bell Telephone Laboratories, General Electric Co. and Westinghouse Electric Corp.

The Complaint charged that RCA—through agreements with these and other firms—has restrained both the radio-television patent licensing business and the manufacture, sale and distribution of radio-TV products and devices, both in the black and white and color fields.

Controls 10,000 Patents

The radio-TV industry is in an actively developing stage, the complaint pointed out. It alleged that RCA, by amassing ownership of or rights to use and license some 10,000 U.S. patents in the radio-TV field, has achieved and exercised not only the power to control the introduction to commercial use of new radio and TV developments but also to exclude potential or actual competitors from the patent licensing business.

The complaint did not charge a direct monopoly over radio and TV manufacturing, but did maintain that RCA's controls over patents have limited the area in which RCA's manufacturing competitors in the field can operate.

The government asked the court to force RCA to liberalize its patent and licensing policies.

In addition to charging RCA with having violated the anti-trust laws by amassing control over the 10,000 patents, the complaint also alleged that RCA licenses almost all manufacturers only under "package" licenses, requiring the licensees to accept licenses under all of RCA's patents and other tie-in provisions. The corporation and its co-conspirators were also charged with having harassed actual and potential competitors by instituting patent suits.

Progress Seen Affected

Among the effects of RCA's practices alleged in the complaint are: competing manufacturers have been discouraged from realizing their full research, manufacturing and profit potential, and have been forced into dependence on RCA for patent rights and technical know-how; new radio-TV developments have been barred unless originated and controlled by RCA; the public has been deprived of the benefit of these new developments; and the manufacture, sale and distribution of radio and television products have been unreasonably restrained.

No specific mention of theatre television equipment was contained in the complaint, though presumably this would be covered along with home television equipment.

Recruiting Centers Receive 'Army' Kits

Seventy-one U.S. Army recruiting stations throughout the United States have received kits instructing them how to cooperate with exhibitors and enlist the support of civic associations in the promotion of the Technicolor feature, "This Is Your Army," Robert W. Coyne, special counsel of COMPO, has been advised by Gen. Matthew Ridgway, Army Chief of Staff. The film will be released Dec. 13.

Recruiting officers were told that the army can supplement the picture industry's publicity efforts "by stimulating the interest of patriotic organizations at the community level so that the maximum possible number of American people will see the film during the show-date periods in neighborhood theatres.

Urges Exhibitor Action

Coyne, in commenting on the army's statement, said he did not recall any other government film offered to the industry which has received such widespread offers of support by the sponsoring organization. Exhibitors, he said, should make early plans to take advantage of the offer of army bands, military units and display of equipment in the promotion of this film, and should contact local units of the American Legion, Veterans of Foreign Wars and Junior Chambers of Commerce, all of which have pledged their support.

Plan at Least Four New Conn. Drive-ins

HARTFORD, Nov. 21.—Connecticut will see a minimum of four new drive-in theatre projects opening next spring.

Either in planning stage or under actual construction are these projects:

Hartford, 2,010-car capacity Meadows Drive-In, being backed by A. J. Bronstein of East Hartford Family Drive-In Theatre Corp., and associates.

Bridgeport, 750-car capacity unit, backed by Seymour Levine, operator of the Bowl Drive-In, West Haven.

Meriden, 1,000-car capacity unit, backed by Kounaris-Tolis Theatres.

Middletown, 1,000-car capacity unit, backed by Sal Adorno, Jr., formerly assistant general manager, M&D Theatres.

'Hunters of Deep' At Trans-Lux 60th

"Hunters of the Deep," feature-length documentary of underwater life, will have its American premiere at the Trans-Lux 60th Street Theatre here on Dec. 16, it was announced by Distributors Corp. of America, which is releasing the picture. "Hunters of the Deep" was voted the outstanding documentary of the year when it was selected for presentation at the Edinburgh Film Festival last summer.

Tradewise...

(Continued from page 1)

cessful picture, nor, conversely, that a small budget implies a failure. We do believe, though, that high budgets account for more successes than failures. The proof of that is in the recent and continuing experience of the industry.

It was not the program pictures that drew the public away from television sets a year ago and that has kept them coming back to the theatres since.

Minnesota TOA Unit Unlikely Now: Field

Special to THE DAILY

MINNEAPOLIS, Nov. 21.—Little immediate prospect of the formation of a Minnesota unit of Theatre Owners of America is seen by Harold Field, president of Pioneer Theatres, who three weeks ago joined with E. R. Rubin, of the Welworth circuit, in hosting top TOA officials at a luncheon here.

Explaining that the Minneapolis session was purely "exploratory," Field said that he considered the meeting in Minneapolis both interesting and successful from the exhibitors' standpoint.

"It wasn't our aim to immediately set up a new organization," Field said. "We had an opportunity to hear the top TOA officials explain their approach to the problems that are common to the industry. I think that everybody who attended the meeting learned that we are all in it together, big circuits and independents."

Although Field is a member of TOA, he explained that his St. Louis Park theatre is a member of North Central Allied and that he had no desire to set up a rival organization.

"If the exhibitors themselves want an organization set up in the TOA pattern, it will come in time," he declared.

Astor Product Meet Under Way Here

Four Astor exchange executives from Boston, Philadelphia and Pittsburgh are here for product conferences with R. M. Savini, president of Astor Pictures.

Among the group are Irving Farber and Eddie Ruff, respective heads of Regal Pictures of New England; Eddie Gabriel of Capital Film Exchange, Philadelphia, and Max Shulgold of Crown Film Co., Pittsburgh.

The main topic is "The Sleeping Tiger" which opens for one week's run coast to coast on Wednesday at RKO, Loew's, Warners', Paramount and Skouras circuits.

Canadian Dividend

OTTAWA, Nov. 21.—Consolidated Theatres Ltd., has declared a dividend of 12 cents on Class A common and 10 cents on Class B, both payable on Dec. 1 to shareholders of record on Nov. 1.

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News Roundup

Lead UA Drive

United Artists' San Francisco, St. Louis and New Haven branches have taken the lead in their respective groups in the third week of the second lap of the Robert Benjamin sales drive. The company reported that the first six-week lap compiled billings averaging $744,000, with the sixth week total exceeding $1,000,000.

■

Pallos to Talk Deals

Producer Steven Pallos is due here from London today to confer with major company executives on co-production deals. He is bringing with him a print of "Angela," recently completed in Italy.

■

'Inspector' to Open

The American premiere of "An Inspector Calls," an Associated Artists release, will take place at the Plaza Theatre here on Thursday. It is a British Lion production.

■

Films Tops in Mexico

The 131 theatres in Mexico City sell a monthly average of 6,396,719 for $1,100,000 which places pictures as the most popular diversion in the Mexican capital, according to the City Amusements Supervision Department.

■

Japanese Film Here

"Hell's Gate," first Japanese film in color to be shown here, will have its American premiere at the Guild Theatre in Rockefeller Center as a Christmas holidays attraction.

■

Rejects Sunday Vote

The civic authorities of Hamilton, Ont., rejected a petition for a vote on the question of Sunday shows in connection with next month's elections when it was found that many of the signatures were fictitious. One person had signed the name of Sir Winston Churchill, while another used the signature of Mayor Lloyd Jackson who is opposed to any easing of Sunday observance.

To Vote Tonight on New Haven Film Bill

HARTFORD, Nov. 21.—A vote on a proposed ordinance which would restrict the showing of motion pictures in New Haven—second largest city in Connecticut—will be taken at tomorrow night's meeting of the New Haven Aldermanic Committee on Ordinances.

The proposal was introduced by Martin J. Griffin, president of the St. Francis Holy Name Society, and was accompanied by more than 15,000 signatures collected at Sunday mass in churches throughout that city.

If enacted, the ordinance would prohibit the showing in New Haven of films which have not been approved by the Motion Picture Association. Many foreign films, which do not come under MPA scrutiny, would be affected by the ordinance.

Several months ago, representatives of the industry, including attorney Herman M. Levy, executive secretary of the MPTO of Connecticut, and general counsel of TOA, heatedly protested the situation at a public hearing. Other speakers asserted that the proposed law was "unconstitutional" and was not necessary, "since there are state laws covering the showing of indecent or immoral motion pictures."

Jackie Cooper on 'Long John' Float

Joining the stage and screen celebrities who will appear in person with the array of floats in Macy's Thanksgiving Day parade here is Jackie Cooper, who will be the star performer on the "Long John Silver" float.

Cooper, who is currently starring in "King of Hearts" on the Broadway stage, will impersonate young Jim Hawkins, one of the principal characters in the CinemaScope Technicolor production of DCA's "Long John Silver." He will be featured on the three-way float, which has been constructed so that it depicts one of the buccaneering battles of the picture.

Buchsbaum to File Respondent Brief

Assistant Corporation Counsel Stanley Buchsbaum, representing New York City in the current exhibitor suit against the city's five per cent amusement tax, will file today or tomorrow a respondent brief in Brooklyn Appellate Division.

Exhibitor attorneys had filed briefs on Nov. 5 appealing the Oct. 8 decision of Supreme Court Justice Percy D. Stoddart which upheld the city's position in the suit, preserved the prior injunction order until a decision has been made on the appeal, and allowed exhibitors throughout the city, who had applied for court permission to become parties to the action, to withhold the tax breakage from the City Tax Collector.

Buchsbaum's respondent brief will review his past motions which were introduced before Supreme Court Justice Nicholas M. Pette, who had signed the injunction order, Justice Stoddart and Supreme Court Justice Charles S. Colden who heard the city's and exhibitor motions for injunction.

The theatre attorneys contend that the city levy is in excess of the five per cent authorized by the State Enabling Act of 1947 and that it is inconsistent and contradictory to a prior New York City Administrative Code. The New York City attorney states that the five per cent amusement tax is legal and that it is computed by ordinary business means.

Demma to Supervise D.C.'s K-B Circuit

WASHINGTON, Nov. 21.—Charles Demma has been named supervisor of Kogod-Burka Theatres.

The chain has eight theatres in Washington and nearby Maryland. Demma was manager of the circuit's Apex Theatre for 10 years, and in March was assigned to open the company's new Rockville Drive-in. Other theatres in the K-B circuit are the MacArthur, Ontario, Colony, Langley, Flower and Naylor.

People

Jack Kirsch, president of Illinois Allied, has named the list of members who will handle arrangements for the organization's forthcoming 24th anniversary celebration at the Chez Paree, Chicago, on Dec. 29. They are **Van Nomikos,** general chairman; **Jack Clark,** chairman on arrangements; **Bruce Trinz,** chairman of publicity; **Charles R. Lindau** and **Jack Rose,** co-chairmen of ticket sales.

□

Paul Johnston, manager of Eaton's Auditorium, is the only newcomer in the 1955 crew of Toronto Variety Tent No. 28. Johnston replaces **William A. Summerville** through his retirement as chief barker shortly. The re-elected canvasmen are J. J. Fitzgibbons, Jr., Dave Briesdorf, H. S. Mandell, Dan Krendel, Herb Allen, George Altman, Clare Appel, Lou Davison, Monty Hall and E. M. Rawley.

□

Phyllis Hardin of National Screen Service in Atlanta has announced her engagement to **Roy Williams.**

□

Herman "Dusty" Rhodes, drive-in owner in Alabama and Georgia, is at home recuperating from a heart attack.

□

Mack Jackson, theatre owner in Alexander City, Ala., has entered the hospital in Birmingham for an eye operation.

□

Jack Whittle, owner of the Avenue Theatre in Baltimore, has been elected chief barker for the Variety Club, Baltimore Tent No. 19. Others elected are: Wilbert Brizendine, first assistant, and Sam Tabor as second assistant chief barker. Mayer Leventhal is the newly elected secretary and Oscar Kantor is the dough guy. The new board includes Pete Prince, Franke Durkes, Sr., Stanley Baker, William Schnader, Leon Back and Richard Dubin. The delegates are Rodney Collier, the out-going chief barker, and Pete Prince, with Dick Dubin and Mayer Leventhal as alternates.

Columbia Buys 'Gold Cadillac'

Harry Cohn, president and head of production at Columbia Pictures, announced at the weekend the purchase, for an undisclosed sum, of the film rights to the Broadway hit comedy, "The Solid Gold Cadillac" as the next starring vehicle for Judy Holliday.

The deal for the film rights was set last week when Cohn came here for the specific purpose of investigating stage properties and personalities with an eye to Columbia's expanded program for the coming months.

As of Nov. 13

Report 9,356 Domestic 'Scope Installations

By LESTER DINOFF

Twentieth Century-Fox statistical reports show that as of Nov. 13, CinemaScope equipment has been installed in 9,356 domestic conventional, drive-in military theatres of the approximate 22,500 houses in the U. S. and Canada, leading company officials to believe that the installation total in the domestic market will reach the 11,000 mark by the end of the year.

With equipment dealers filling exhibitor orders at an average of 150 per week, the 20th-Fox statistics reveal that 5,331 houses were equipped for CinemaScope with optical sound, 87 houses have one-track magnetic sound equipment, 543 theatres utilize mixers and 3,395 theatres have four-track magnetic stereophonic sound.

Foreignwise, the 20th-Fox report shows that about 4,000 exhibitors in more than 40 overseas markets have equipped for the entertainment medium. Internationally, 2,100 exhibitors have magnetic sound and some 1,900 theatres are optically equipped.

An official of CinemaScope Products, an equipment firm, revealed at the weekend, that the company has sold to date 12,800 anamorphic lens units to 6,400 domestic theatres. Statistics on screen equipment weren't available.

'Robe' Gross Cited

Interest in CinemaScope and stereophonic sound is said to be reflected in theatre grosses recorded by "The Robe," the first CinemaScope feature which 20th-Fox produced and which is reported to have grossed over $31,000,000 to date. A company representative revealed that the rentals from this first CinemaScope film had been 10 to 12 times higher than on preceding conventional pictures in many situations.

Propose ANTA TV Show for Feb. 21

A deal to theatre telecast the ANTA Album on Feb. 21 is being offered circuit executives here, it was learned at the weekend.

The project, to be sponsored as a fund-raising affair for CARE, is being packaged in association with Empire Productions Co. of Kansas City, it was stated. Robert Dowling, of City Investment Co. and a leader of CARE, also was said to be one of the sponsors.

It is understood that a four-wall deal is being sought for the show, said to be proposed for 10:30 P.M. (EDT). CARE was said to be proposing that $7 per ticket be charged for the event.

L of D Pledge

(*Continued from page* 1)

Holiness, Pope Pius XII, declared that, "the faithful have the duty to learn what these judgments (the classifications of the Legion of Decency) are to make their conduct conform to them."

Milan Archbishop Quoted

The reminder to Catholic critics was emphasized in a further reference to the Montini communication in which this official said, "just as it is desirable that a product morally recommendable should be of real value technically, so too, on the other hand, must one in equal measure guard against all weakness toward a film which might be recommended by its technical value or the interest of its subject-matter, but which would call for grave reservations from the moral or the religious viewpoint."

The bishops expressed grave concern over the lowering of standards of decency in motion picture advertising in evidence during the past year, together with apparent indifference of the authorities of the industry toward the trend or their inability effectively to deal with it. They expressed the hope that no like lapse from acceptable standards will be allowed to creep into the work of the Production Code Administration in Hollywood.

The Most Reverend William A. Scully, D.D., Bishop of Albany, and chairman of the Bishops' Committee on Motion Pictures, reported to the bishops of the United States, assembled in Washington, on the work of the National Legion of Decency.

Reporting on the moral qualities of films produced in the United States the bishops said that 120 or approximately 43.01% were classified as A-I (Morally Unobjectionable for General Patronage), 101 or approximately 36.13% as A-II (Morally Unobjectionable for Adults) while 56 or approximately 20.07% were rated as B (Morally Objectionable in Part for All). Offensiveness manifested in the B category showed a negligible decrease percentagewise from 1953. Two domestically produced films out of a total of 279 were condemned.

73 Foreign Films Reviewed

Of the 73 foreign films reviewed by the Legion of Decency, 18 or approximately 24.66% were classified as A-I (Morally Unobjectionable for General Patronage), 26 or approximately 35.62% as A-II (Morally Unobjectionable for Adults) while 22 or approximately 30.14% were rated as B (Morally Objectionable in Part for All) and 7 or approximately 9.59% were condemned. Percentagewise the B or Morally Objectionable in Part for All category showed a decrease of 8% from last year. However, the number of foreign films condemned showed an increase of approximately 3% over the preceding year. Seven foreign pictures seen by the Legion this past year were condemned as opposed to 3 the previous year.

The Most Reverend William A. O'Connor, D.D., Bishop of Springfield, Illinois, has completed his term as a member of the Bishops Committee. The Most Reverend Hubert M. Newell, D.D., LL.D., Bishop of Cheyenne, Wyoming, has been elected a new member of the Episcopal Committee on Motion Pictures.

Reviews

"The Outlaw's Daughter"

(Alplee-20th Century-Fox)

EDWARD L. ALPERSON, JR., of Alplee Productions has turned out a standard saga about the West, "The Outlaw's Daughter," which is one of several new independent pictures which 20th Century-Fox is distributing to supplement its more important CinemaScope top bill releases. As a program filler, this film serves its purpose although it seems unnecessarily long for what it has to tell. As a western, it's routine throughout with a few violent outbursts shown and its unidentified color photography somewhat enhances its value.

Bill Williams, the henchmen of a retired outlaw, masquerades as a vicious murderer and robber baron whose escapades are unknown to the erstwhile outlaw. When circumstances force Williams to kill Kelly Ryan's father, the daughter blames the murder on Marshal Jim Davis, sight unseen. She moves to another town and again encounters the marshal, where love blooms. When the couple discover each other's identity, Miss Ryan joins Williams, still believing that he (Williams) is only a glorified thief. Her illusions are soon destroyed when she discovers his ignoble character and leaves him.

Miss Ryan, a newcomer, plays the girl without a variety of emotion. Williams and Davis fare somewhat better and the supporting cast includes George Cleveland, Elisha Cook, Guinn Williams and Sara Haden. The picture was directed and produced by Wesley Barry from a screenplay by Sam Roeca. Alperson is listed as associate producer.

Running time, 75 minutes. General audience classification. Release, in November.

"Masterson of Kansas"

(Columbia)

THE color by Technicolor in this Sam Katzman production enhances Douglas Heyes' story and screenplay about three legendary figures of the Old West, Bat Masterson, Wyatt Earp and Doc Holliday, making "Masterson of Kansas" a better than average western picture which should please the average theatre patron and outdoor fan. The three characters present interesting studies, especially that of Holliday who is presented as a cunning, fearless but sickly gunslinger with a soul. He emerges as a complex and interesting figure not often found in films of this type.

George Montgomery, in the title role, plays the sheriff of Dodge City who tries to prove that a group of cattlemen are framing a man for murder. The man, John Maxwell, had negotiated a peace treaty granting the Indians a reserve in grass country wanted by the cattlemen. Knowing that the Indians will wage war again if Maxwell is executed, Montgomery begins a search for David Bruce who testified he saw the murder.

Helping him in this hunt is Federal Marshal Wyatt Earp and Holliday, both for different reasons. Although Holliday and Masterson have a long-standing feud, the former is persuaded by Maxwell's daughter, Nancy Gates, to help. Despite an ambush, an attempted and near-lynching, the three gun slingers prove to be too terrifying a trio for the villains. Surprising enough, Holliday is not disposed of at the end which lends some authenticity to the whole.

Others in the cast are James Mitchell and Bruce Cowling. The film was directed by William Castle.

Running time, 73 minutes. General audience classification. Release, not set.

"Black 13"

(Van Dyke-20th Century-Fox)

BURDENED by shallow dialogue and stock characters, this British action melodrama which deals with a psychopathic killer falls below the standards established by some of the more recent imports. The Pietro Germi story, directed by Ken Hughes and produced by Roger Proudlock for Van Dyke Pictures Corp. of London, needs strong support as it leans on an unsympathetic characterization of its central figure. However, it may fare well in houses largely dependent on "popcorn" pictures and in others which need a program filler.

The film's title is lifted from a scene in a gambling room where a roulette wheel spins into action. Peter Reynolds is convincing enough as the crazy mixed-up son of a college professor who turns to a life of crime after an automobile accident in which he kills a pedestrian; but the rest of the no-star cast are string puppets for this low-budget quickie.

The plot deals with a series of petty crimes, one of which results in a killing. Lana Morris is carrying an unwise torch for Reynolds while he is sharing his loot with a female nite club entertainer. In the last chance caper, Reynolds is pursued by an undercover agent and winds up as a corpse when his car overturns.

Running time, 75 minutes. Adult audience classification. Release, in November.

Over 100 for Mexico

MEXICO CITY, Nov. 21.—As 92 pictures were produced in Mexico this year up to Oct. 31, the trade has revised its estimate that the 1954 output would not exceed 100. Nine pictures nearing completion further prompted that revision which ventures a total production this year of at least 107.

'Christmas' Tieup

More than 3,000 department stores and women's wear shops in cities throughout the U. S. currently are plugging Irving Berlin's "White Christmas" in window and interior displays under the tieup established between Paramount Pictures and Natlynn Junior Originals.

Metro's 8

(*Continued from page* 1)

Ryan, Anne Francis, Dean Jagger, Walter Brennan and John Ericson. This will be followed by "Green Fire," in CinemaScope, starring Stewart Granger, Grace Kelly, Paul Douglas, John Ericson, and Mervyn Vye.

For February there will be "Many Rivers to Cross," in CinemaScope, starring Robert Taylor, Eleanor Parker, Victor McLaglen, and Russ Tamblyn; and "Jupiter's Darling," in CinemaScope, starring Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, Richard Haydn, and William Demarest.

'Hit the Deck' in March

"Hit the Deck" will head the March duo. The musical stars Jane Powell, Tony Martin, Debbie Reynolds, Walter Pidgeon, Vic Damone, Gene Raymond, Ann Miller, and Russ Tamblyn. The second picture for the month will be "Interrupted Melody," in CinemaScope, starring Glenn Ford, Eleanor Parker, Roger Moore, and Cecil Kellaway.

For April there will be "Glass Slipper" and "Boulevard in Paris," the latter in CinemaScope. Michael Wilding, Leslie Caron, Amanda Blake, Keenan Wynn, and Elsa Lanchester head the cast of "Glass Slipper" while Anne Baxter and Steve Forrest co-star in "Boulevard in Paris."

'Ten Commandments'

(*Continued from page* 1)

in Egypt are: that of Moses leading his followers out of captivity through the desert and across the Red Sea; Moses on Mount Sinai, which DeMille and the company climbed by camel and on foot; battle scenes employing more than 15,000 tribesmen, with Heston and Yul Brynner as opposing commanders, and scenes before the gates of Tanis.

DeMille, Heston and other members of the company will arrive at Idlewild Airport here on Wednesday and will leave Saturday for Hollywood to begin studio preparations for the completion of the picture.

Schine Trial

(*Continued from page* 1)

mer F. Lux, one of the defendants in the case.

Meanwhile, motions by the Schine chain for permission to sell 11 theatres for non-theatrical use and for a bill of particulars in the criminal contempt of court action will be argued before Judge Knight tomorrow afternoon.

Personnel Changes In Canadian Odeon

TORONTO, Nov. 21.—A number of personnel changes in the Toronto district have been announced by the Canadian Odeon circuit, involving both headoffice staff and theatres.

James Hardiman has been promoted to director of advertising and publicity at headquarters, replacing W. C. Tyers, who becomes manager of the Hyland Theatre from which Barry Carnon is transferred to the Fairlawn here.

Don Robertson goes from the Fairlawn to the Colony, succeeding G. Bregman who has been named to manage the Grant Theatre.

Censors in Memphis Praise, and Pass 'Carmen Jones'

MEMPHIS, Nov. 21.—The Memphis and Shelby County Board of Censors passed and praised 20th Century-Fox's CinemaScope production of "Carmen Jones" which has an all-Negro cast, it was announced by Lloyd T. Binford, chairman of the censor board.

The board, which in the past has been opposed to pictures utilizing Negro actors, reported that Otto Preminger's production "had some marvelous acting and that it was a clean film. There is nothing in it that can be considered the least out of place. There is nothing in it to censor and we have no objection to its showing here."

Memphis Bans All Bergman Pictures

MEMPHIS, Nov. 21.—A re-issue of "Saratoga Trunk" was banned by censors here because Ingrid Bergman plays in the film.

The 88-year-old censor, Lloyd Binford, told Warner Brothers that Ingrid Bergman and all her pictures were banned forever" from Memphis. Said Binford to Warners:

"I feel confident that you have overlooked the fact that the Board of Censors banned forever Ingrid Bergman and all of her productions after she deserted her husband and only child."

Binford has also banned all Charlie Chaplin pictures.

Corona in Queens Leased by G. S. & D.

A long-term lease for the 1,600-seat Corona Theatre, located in Jackson Heights, L. I., has been acquired by the G. S. & D. Amusement Corp., which is headed by Goldman and Dubin, it was announced here last week by Berk and Krumgold, real estate brokers.

The Corona Theatre is the 15th acquistion in the metropolitan area by Goldman and Dubin who have already commenced a complete rehabilitation of the house.

The lessor of the theatre is the Interboro Circuit, which is headed by Solomon M. Strausberg.

Shift Fairbanks to Altec Office Here

C. S. Perkins, operating manager of Altec Service, has announced the transfer of R. D. Fairbanks, engineering specialist attached to the Boston office of Altec's northeastern division, to New York headquarters, effective immediately.

Fairbanks has been brought to New York to carry out a special assignment in connection with an electronics project now under way by Altec in behalf of the United States Navy.

Fairbanks will work in a special projects group headed by E. S. Seeley, chief engineer of Altec's engineering department.

Granat Now Producer

MEXICO CITY, Nov. 21.—Samuel Granat, who with his brother, Oscar, recently sold their large theatre circuit here to quit pictures, is returning, this time as a producer. He will largely finance a picture that is to go into work here soon.

Exhibitor Survey Finds:

Majority Wants Industry To Settle Own Problems

A second sampling of Eastern exhibitor opinion on Allied States' proposal of Federal regulation of distribution by MOTION PICTURE DAILY correspondents showed little change from that obtained last month and published Oct. 26. A majority of exhibitors decry the very idea of Federal regulation but a substantial number feel that current circumstances are such as to justify consideration of the Allied program.

In addition, there is a definite belief among many exhibitors that an industry arbitration plan would help solve some of the problems and that all could be settled by internal means if a genuine effort to do so were made.

In most of these respects, the Eastern exhibitor attitude on Federal regulation and the broader issue of current trade practice problems parallels that encountered by correspondent tor THE DAILY in other sections of the country. Exhibitor opinions from the Far West, South and Midwest were published earlier.

Thus, the national exhibitor opinion might be summed up as follows: Let's avoid Federal regulation of the industry and solve our own problems, as we are capable of doing. But if no effort to relieve current conditions is made, then let's consider an approach to government agencies.

Following are some of the additional comments of Eastern exhibitors:

Orville Crouch, Loew's Eastern division managers, Washington, D. C.: "All of us know by this time that when you get the government in your business it stays in. The idea of government regulation of the industry is entirely foreign to our concept of free enterprise."

Sam Roth, Roth Theatres, Washington, D. C.: "The distributors' methods and tactics are forcing the exhibitors to look for some relief, no matter where it comes from. I don't approve of government regulation, but if it's the only way out, then I'm for it. With the distributors it's merely a matter of what they can squeeze out of the exhibitor, and if the exhibitors can do nothing about unfair practices themselves, where can they turn?"

George Crouch, Stanley Warner zone managers, Washington, D. C.: "I'm not in sympathy with having the government in business. I don't think it would be good for exhibitors or for the industry as a whole. We've had enough government regulation."

Paul W. Amadeo, general manager of Turnpike Theatre Corp., Newington, Conn.: "Any attempt to get our industry controlled by the government can very easily snowball into tremendous proportions, over which both the little guy and the big circuit no longer have control. I'm very much in favor of industry arbitration, and would recommend pursuing the latter course as far as feasible.

"This industry has come a long way, and it will continue to go still further, but not unless it makes up its collective mind to watch out for the next fellow, and, at all times, putting up a united industry front for the world—and government—to see."

Jack Fruchtman, New and Keith's theatres, Baltimore: "I am not interested in any government control because I believe in all dealings the film companies will be fair with exhibitors as a whole. This is especially true in smaller towns where the exhibitors must depend upon the fair dealing of the distributors. We cannot afford to be fooling around with Federal regulation. We have sufficient government interference as things stand at present.

"It has been my happy experience as an exhibitor, which covers a period of approximately 15 years, that there hasn't ever been a problem which could not be settled satisfactorily between the distributor and myself."

Michael J. Daly, Hartford, Conn., voiced a hearty "Yes" to Federal regulations. "Film prices have reached a state of monopoly, where the distributor is in a position to demand and get fantastic rentals and percentages for his product, and it's time that the government stepped in to hold conditions to a level where the independent exhibitor as well as the large circuit can make a decent profit."

Maurice Green, director of Middlesex Amusement Co., Malden, Mass.: "I feel that the industry should be free of government intervention and controls."

Gerry Wagner, manager of Lopert theatres, Washington, D. C.: "I don't think it's the government's business to regulate. The less regulation we have, the better. The industry can take care of its own difficuties, but it has to grow up."

Marvin Goldman, part owner of the K-B circuit, Washington, D. C.: "Federal regulation of the industry would be the worst thing that could possibly happen. Ours isn't an industry that can be legislated. You can't put a price tag on intangibles, and that's what motion pictures are. There are abuses now—there always have been—and only time will correct them. There's no reason why the distributors and the exhibitors can't sit down and work things out—and I think they will."

Lloyd Wineland, Jr., vice-president, Wineland Theatres, Washington, D. C.: "I don't think Federal regulation is a good thing, but I don't think the present situation in regard to the releasing of films is a good thing, either. It's a question of which is the lesser of two evils. There are certainly going to have to be some changes if we're going to continue to run our theatres. There are too many evils in the present system of distributing and pricing pictures."

'Tonight' to Follow 'Lili' at Trans-Lux

Allied Artists' Technicolor production of "Tonight's The Night" will follow "Lili" at the 52nd Street Trans-Lux Theatre here in December for an indefinite run, the film company announced.

The picture, which was made in Ireland, and stars David Niven, Yvonne De Carlo and Barry Fitzgerald, was produced and directed by Mario Zampi.

No Legal Bar

(*Continued from page* 1)

by Lichtman's statement that he will have a more definite announcement on his proposed meeting in New York later this week, referring to the date and commitments from companies as to their participation.

In reference to current efforts to establish an industry arbitration system, Lichtman said talks are continuing on the draft. Allied States Association has refused to participate in the talks, contending that it will not enter an arbitration system in which film rentals are not made an item for arbitration.

Views Seem to Conflict

Lichtman's disclosure on the sentiment of company attorneys would appear to negate the alternative method proposed by the 20th-Fox distribution director, that of having separate parleys between individual companies and exhibition leaders.

Zanuck left for Europe at the weekend.

'Shield' Plays 600

(*Continued from page* 1)

disclosed by Universal at the weekend.

U-I's policy of making available conventional prints of its CinemaScope productions to theatres on their normal availabilities has been so "overwhelmingly" endorsed by exhibitors that the company has decided to continue this policy on all its future CinemaScope productions including "Sign of the Pagan," said to be the costliest negative produced to date on the U-I lot and which has been scheduled for Christmas release.

The U-I CinemaScope productions will also be available in magnetic sound and optical sound prints, it was announced.

Phila. M.P. Associates Pioneer Affair Jan. 18

PHILADELPHIA, Nov. 21.—Pioneers of Philadelphia's Motion Picture Associates will be honored at a $25-a-plate dinner of the M.P.A. at the Bellevue-Stratford Hotel on Jan. 18, it was announced by Sam Diamond, branch manager of 20th Century-Fox, president of the organization.

Leading figures of the industry from Hollywood and New York are scheduled to attend the event, first of its kind to be held by the Associates, composed of men employed in Philadelphia exchanges. Ulrik Smith, veteran head of the Paramount exchange, has been named chairman of the committee to select the pioneers to be honored, Diamond said. Proceeds of the dinner will go to the welfare committee of the Associates.

Personnel Changes In Fairchild Corp.

Two personnel changes have been announced by Ray F. Crews, executive vice president of Fairchild Recording Equipment Co. of Whitestone, N. Y.

Frank G. Mullins, Jr., has joined the company as manager of engineering and special counsel. Mullins was formerly with the electronic division of Westinghouse in Baltimore.

Robert J. Marshall has been promoted from chief engineer to head the recently established new product development group.

OTTO PREMINGER presents OSCAR HAMMERSTEIN'S

CARMEN JONES

from 20th Century-Fox

CINEMASCOPE

starring

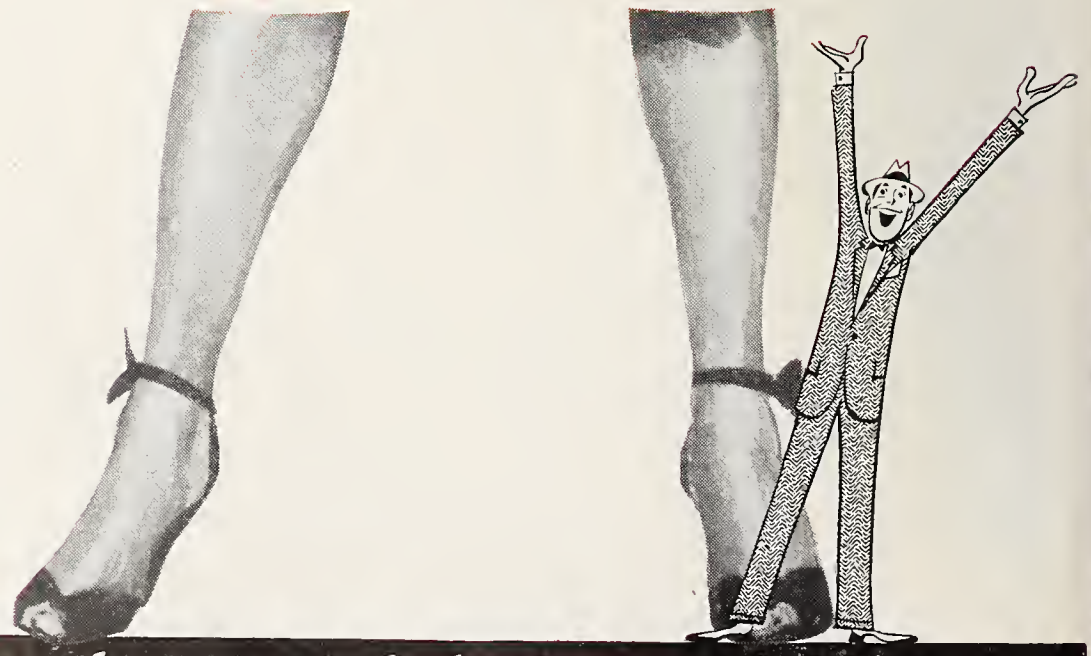
HARRY BELAFONTE · DOROTHY DANDRIDGE
PEARL BAILEY · OLGA JAMES · JOE ADAMS

Produced and Directed by
OTTO PREMINGER

Books and Lyrics by
OSCAR HAMMERSTEIN, 2nd

Screen Play by HARRY KLEINER

color by DELUXE



it's a pleasure to do business with 20th!

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 99 NEW YORK, U. S. A., TUESDAY, NOVEMBER 23, 1954 TEN CENTS

Profits Climb

Col. Earned $1,349,000 In 13 Weeks

Earnings Represent $1.70 A Share; 90c Last Year

A net profit of $1,349,000 for the 13-week period ended Sept. 25 was reported here yesterday by Columbia Pictures. This compares to a $762,000 net profit earned last year for the same 13-week period, according to the company's statement of comparative consolidated earnings.

In its statement, signed by president Harry Cohn, the company reported that earnings per share of common stock for the current year's 13-week period was $1.70, compared to 92 cents for the same period last year.

The earnings per share of common

(*Continued on page* 13)

Dave Bader Elected AMPA President

David Bader was elected president of Associated Motion Picture Advertisers at a closed meeting of AMPA members here yesterday. All other officers named by the nominating committee, headed by Vivian Moses and Blanche Livingston, also were elected.

Dave Bader

They were Martin Davis, vice-president; Harold Danziger, secretary, and Hans Barnstyn, treasurer. The board of directors, in addition to the officers, will consist of

(*Continued on page* 13)

High Court Rejects Rogers' TV Appeal

WASHINGTON, Nov. 22.—The Supreme Court today refused to reconsider its earlier decision not to interfere with Republic Pictures' attempts to sell old Roy Rogers films to television.

On Oct. 18, the high court refused to hear an appeal by Rogers and Gene Autry from California Circuit Court decisions throwing out their suits to bar Republic from selling their old

(*Continued on page* 13)

Counsel Contends New Haven Censor Proposal Is Void

HARTFORD, Nov. 22.—Corporation counsel George W. Crawford of New Haven, second largest city in Connecticut, today expressed the belief that a proposed censorship ordinance which would ban the New Haven showing of films that do not have the Motion Picture Association Seal of Approval would be void.

Such an ordinance, he said:

1. Offends the first and 14th amendments of the U. S. Constitution.

2. Attempts an unconstitutional redelegation of the legislative power granted to the New Haven Board of Aldermen.

3. Attempts to redelegate a matter which transcends purely local concerns and involves statewide legislative

(*Continued on page* 12)

UJA's Garden Show Takes $102,000

The United Jewish Appeal's 21st annual benefit performance of "The Night of Stars," at the Madison Square Garden here last night, took in an estimated $102,000 boosting the proceeds from past shows to $2,120,000, it was announced.

Some 20,000 persons, who turned out to see stars of stage, screen, radio, television, and opera, helped the UJA to dedicate the performance to the Tercentenary of Jewish settlement in America and the memory of Theodore Herzl, founder of modern Zionism.

The proceeds from the four-hour show went towards the UJA program of European relief and Israel rehabilitation. Since the conception of the "Night of Stars," 21 years ago, about

(*Continued on page* 10)

Reserve Decision On Schine Request

BUFFALO, Nov. 22.—Federal Judge John Knight today reserved decision on a motion by Schine Chain Theatres asking permission to sell 11 theatres to non-theatrical interests.

The government is opposed to this, claiming it is just a variation of the decree order. The trial of Schine Chain Theatres, Inc. and other defendants on charges of civil and criminal contempt of court has been ordered to trial by judge Knight by Nov. 29 at the latest.

Skouras Abroad on Co-Film Deals

Lining up additional co-production deals in Europe for 20th Century-Fox was described here yesterday as one of the missions of Spyros P. Skouras, 20th-Fox president, now in Paris, according to Joseph Moskowitz, 20th-Fox vice-president.

Moskowitz, speaking of previous co-production deals set during his recent trip to Europe, said the American market would get only those films produced in England or in English speaking colonies. He saw no market in the U. S. for French or German films in which 20th-Fox will have a financial investment. All the foreign co-production films, estimated previously at 25, will be made in CinemaScope, Moskowitz added.

Two Sir Alexander Korda films being made ready now for the American market and for which 20th-Fox has world-wide distribution rights, he continued, are "Deep Blue Sea" and "That Lady." Another Korda production, "Four Feathers," will be dis-

(*Continued on page* 10)

Youngstein Says

New Deals Up UA '55 Slate To Over Forty

$30,000,000 Available for Independent Production

United Artists will have "not less than 40 productions" for release in 1955, Max E. Youngstein, UA vice-president, disclosed here yesterday upon his return from the Coast.

Max Youngstein

Youngstein reported that while on the Coast he closed deals for approximately 15 pictures, adding that the properties will be announced as soon as the necessary legal papers are signed.

The UA vice-president, asked to comment on plans within the industry to stimulate independent produc-

(*Continued on page* 12)

Record Attendance at Fla. Exhibitor Meet

Special to THE DAILY

JACKSONVILLE, Nov. 22. — The annual roundup of Florida's industryites began here at a Sunday evening cocktail party in the clubrooms of Variety Club, Tent 44, at the Roosevelt Hotel, with the Royal Crown Cola Bottlers as hosts for members of the Motion Picture Exhibitors of Florida.

By the start of today's business session the registrations were more than 100 ahead of last year, assuring MPEOF of the largest convention in

(*Continued on page* 10)

GLENN HAVILAND IS ELECTED PRESIDENT OF COLOSSEUM

Special to THE DAILY

CHICAGO, Nov. 22.—Glenn Haviland of Seattle was elected president of the Colosseum of Motion Picture Salesmen of America at the organization's annual meeting here. Other officers are: Milton Simon, first vice-president, Chicago; Robert Lightfoot, second vice-president, St. Louis; Jack Eckhardt, secretary, Chicago; Leo Schauer, assistant secretary, Chicago; Edgar E. Shinn, treasurer, New Orleans, and J. P. Mosley, assistant treasurer, New Orleans.

Regional officers are: Charles Dortic, regional vice-president, Pittsburgh; W. G. Bugie, regional committeeman, Albany, N. Y.; Kenneth Dotterer, regional vice-president, Indianapolis; Dave Chapman, regional

(*Continued on page* 12)

Canadian Exhibitors In Toronto Conclave

TORONTO, Nov. 22.—Convention week for major film-trade organizations of the Dominion opened today at the King Edward Hotel with the holding of the sixth annual meeting of the National Committee of Motion Picture Exhibitors Associations of Canada under the chairmanship of Morris Stein,

(*Continued on page* 12)

Percentage Actions Upheld in Pa. Court

The motion of the exhibitor defendants to dismiss some eight percentage actions was denied by Federal Judge John W. Lord, Jr., in U. S. District Court for the Eastern district of Pennsylvania. The dismissal had been sought on the grounds that the amounts involved were insufficient for federal jurisdiction.

In denying the motion to dismiss

(*Continued on page* 10)

Personal Mention

HARLES M. REAGAN, M-G-M vice-president and general sales manager; E. M. SAUNDERS, assistant general sales manager, and JOHN P. BYRNE, Eastern sales manager, have returned to New York from Chicago.

•

CECIL B. DEMILLE, CHARLTON HESTON and other members of "The Ten Commandments" production unit, are scheduled to arrive in New York by plane tomorrow from Egypt.

•

HERBERT H. GREENBLATT, RKO Radio domestic sales manager, and HARRY GITTLESON, executive assistant, have returned to New York from Canada.

•

WILLIAM E. OSBORNE, assistant export manager of Allied Artists International, has arrived in London from New York.

•

ROBERT FLEISHER, 20th Century-Fox national magazine contact, will leave New York tomorrow by plane for the Coast.

•

TERRENCE YOUNG, director of London Films, is scheduled to arrive here from England today via B.O.A.C. Monarch.

•

J. A. TODD, recording manager of Westrex Co., Ltd., England, has returned to London from New York.

•

HERMAN FINKELSTEIN, general attorney of ASCAP, has left New York by plane for Paris.

•

JACK CARTER, of "Woman's Home Companion," has returned to New York from the West Coast.

•

MONA FREEMAN has arrived in New York from London via B.O.A.C. Monarch.

•

A. J. BRONSTEIN, president of Meadows Drive-in Theatre Corp., Hartford, has left there for Los Angeles.

•

MILTON SPERLING, producer, has returned to Hollywood from New York and Washington.

•

DEBBIE REYNOLDS left here yesterday for Hollywood.

•

STEVE FORREST has returned to Hollywood from Europe.

•

VIRGINIA MAYO is here from the Coast.

Trade Charity Drive Passes 63% Mark

HOLLYWOOD, Nov. 22. — The Motion Picture Permanent Charities Committee chairman, Ralph Clare, today announced that the organization is 63½ per cent of the way toward its 1955 campaign goal, $1,250,000, now in its third week since the drive started.

The present figure, $793,796, represents 18,333 donations.

NSS Employees To Vote Dec. 16

Some 170 employees of National Screen Service's home office here will vote on Dec. 16 on whether or not they want the Home Office Employees Union, Local H-63, IATSE, as their bargaining agent.

RCA in Reply to U.S. Civil Complaint

Radio Corp. of America stated yesterday that it had received a copy of a civil complaint filed by the Anti-trust Division of the Department of Justice.

RCA pointed out that the agreements upon which the complaint is based are the same agreements which were approved by the courts and the government in 1932 and have since been twice upheld by the courts, once in 1942 and again in 1954.

The company said that it does not acquire for itself, nor does it grant to others, exclusive patent licenses. RCA also pointed out that its licensing policy of making its inventions available to all has resulted in the development of the radio-television industry as the "fastest growing and most competitive industry in America."

'Dimes' to Sponsor 'Romeo' Premiere

The March of Dimes will sponsor the invitational American premiere of the Technicolor film version of Shakespeare's "Romeo and Juliet," on Dec. 21, at the Sutton Theatre in New York, it was announced by Lawrence F. Kennedy, general chairman of the Greater New York March of Dimes, and William J. Heineman, vice-president of United Artists in charge of distribution.

Proceeds from the premiere will go to the Mary MacArthur Fund of the March of Dimes for the fight against infantile paralysis.

"Romeo and Juliet" will be shown at the Sutton on a continuous-performance schedule, beginning Dec. 22.

"Romeo and Juliet" was awarded the Golden Lion of St. Mark in Vence, Italy.

Swedish Picture Acquired by Davis

The first American language film produced in Sweden, "The True and the False," has been acquired for release in the United States and Canada by the Helene Davis Pictures. Produced by Signe Hasso, this drama is based upon selected tales by Guy de Maupassant and Honore de Balzac, and was written for the screen by Bob Condon. Directed by Michael Road, the picture stars Miss Hasso and introduces William Langford.

Mrs. Don Cole Dies

Muriel A. Cole, wife of Don Cole, Altec Service Corp. branch manager, in Washington, died last week. Funeral services will be held today in Millburn, N. J.

Cinema Lodge Marks Birthday Tonight

A large turnout of industry representatives, Cinema Lodge members and their guests, is expected at the Hotel Astor here tonight to help New York's lodge of B'nai B'rith mark its 15th anniversary.

Max E. Youngstein, Cinema Lodge vice-president, will be chairman of the festivities which will honor the lodge's past presidents before the group which will also include many of the lodge's charter members. Past presidents scheduled to attend are Alfred W. Schwalberg, Arthur Israel, Jr., Irving H. Greenfield, Adolph Schimel, Albert A. Senft, Robert M. Weitman, Jack H. Levin, S. Arthur Glixon, Saul E. Rogers and Martin Levine.

Robbins to Preside

Burton E. Robbins, president of Cinema Lodge, will preside. One of the highlights of the evening will be the awarding of the 1954 Cadillac sedan in the Lodge's 1954-1955 fund-raising drive through the sale of contribution share certificates which have been completely sold out.

The Reverend John Stanley Grauel, a young minister who has devoted himself to the furtherance of the development of Israel, will be the principal speaker of the evening. Schwalberg, who is honorary president in addition to being one of the founders and the first president of Cinema Lodge, is also scheduled to speak.

'Country Girl' Bow For Olympic Fund

"The Country Girl," Paramount's screen version of the Broadway drama, will have a world premiere on Dec. 15, for the benefit of the United States Olympic Fund at the Criterion Theatre here. This was announced jointly by Barney Balaban, president of Paramount Pictures, and J. Lyman Bingham, executive director of the United States Olympic Committee, which will receive all proceeds from the premiere performance.

Starred in "The Country Girl" are Bing Crosby, Grace Kelly and William Holden.

Altec Officials at Florida Conclave

A special delegation of Altec Service Corp. representatives are in attendance at the convention of the Motion Picture Exhibitors of Florida in Jacksonville. It includes Marty Wolf, Altec assistant sales manager from New York headquarters; M. G. Thomas, division manager from the company's Atlanta offices, and Bruce Mewborn, Atlanta branch manager.

Blumberg Reported Doing Very Well

Nate J. Blumberg, Universal board chairman, who suffered a heart attack in his Hotel Sherry Netherland apartment here last week, was reported yesterday to be well on the way to recovery at Doctors Hospital. Blumberg's physicians were reported to be completely satisfied with the progress he has made.

News Roundup

Chapel Honors Sudekum

Work has started in Nashville on a memorial chapel honoring the late Tony Sudekum, founder of the Crescent Amusement Co. Witnessing the laying of the cornerstone at the First Lutheran Church were Mrs. Sudekum, a major Crescent stockholder, and a daughter, Mrs. Kermit Stengel, wife of the Crescent president.

■

K of C Series

Eighteen Cleveland neighborhood theatres will show a series of four short subjects sponsored by the Knights of Columbus, starting on or about Dec. 12. The films are being supplied gratis under the Catholic Film Plan to sell 125,000 theatre coupons for $1 each.

■

To Honor Walter Hyland

Chicago area exhibitors are joining Universal's special date drive in honor of head booker Walter Hyland's 40th anniversary with the Chicago exchange. The December celebration is being designated as "Walter Hyland Month." Hyland entered the industry as a booker with the old Carl Laemmle organization.

■

Luncheon for Danny

The Hollywood Foreign Correspondents Association will hold a luncheon today for Danny Kaye at the Beverly Hills Hotel, citing the actor as a "goodwill ambassador."

■

Dinner for Adorno

The Middletown, Conn., Municipal Employes' Association is planning a testimonial dinner next month for attorney Joseph A. Adorno, son of Sal Adorno, general manager of the M & D Theatres. Adorno is stepping down as Middlesex County Judge of Probate.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
Color by Technicolor - A Paramount Picture
and SPECTACULAR STAGE PRESENTATION

IN PERSON
JACKIE GLEASON
AND HIS ENTIRE TV CAST
ON SCREEN CINEMASCOPE - WARNERCOLOR
ALAN LADD in DRUM BEAT
PARAMOUNT B'WAY AT 43rd ST.

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Walt Disney *presents*

The MIGHTIEST Motion Picture of them All!

Buena Vista Film Distribution Co., Inc.

Out of the pages of the world's most amazing novel comes the most eagerly awaited motion picture event of the year —here is screen entertainment filled with the boundless beauty and endless wonder of an existence no man was meant to discover! . . . a powerful spirit of high adventure woven into Walt Disney's most ambitious screen endeavor . . .
20,000 LEAGUES UNDER THE SEA.

Starring

KIRK DOUGLAS as NED LAND,

the indomitable harpooner . . . a brawling, swashbuckling NEW kind of role for the lusty Douglas . . . descending into uncharted depths with a steel harpoon and an iron heart!

JAMES MASON as CAPTAIN NEMO,

the most compelling figure in all the world of adventure. Following up his recent successes with perhaps his greatest role . . . that of the Commander of the Nautilus, dark genius of the vast undersea domains!

PAUL LUKAS as PROFESSOR ARRONAX

Renowned star of the Broadway stage as well as the Hollywood screen, Paul Lukas is perfectly cast as the French scientist who symbolizes man's ceaseless desire to behold the powers of the universe!

PETER LORRE as CONSEIL

In a career that has included every kind of movie villainy, Peter Lorre finally has a chance to play a different kind of role as the unpredictable Conseil . . . the little man in history's biggest moment!

THE MIGHTIEST MOTION PICTURE CAMPAIGN OF THEM ALL!

HARD-HITTING ADVERTISING, PUBLICITY AND EXPLOITATION BARRAGE TOUCHES OFF HIGH-POWERED, COAST-TO-COAST CAMPAIGN FOR . . . .

20,000 Leagues UNDER THE Sea

Based on the famous Jules Verne novel

STEREOPHONIC SOUND
CINEMASCOPE
COLOR BY TECHNICOLOR

➡ ONE YEAR PUBLICITY DRIVE PRECEDES RELEASE OF 20,000 LEAGUES!

Covers, spreads and feature articles dominate nation's top-circulation magazines, newspapers and syndicated columns!

➡ ACROSS-THE-BOARD NATIONAL ADVERTISING BLANKETS THE PUBLIC WITH 20,000 LEAGUES SELL!

Four-color, double spread and single page ads touch off powerful saturation campaign for Disney's mightiest motion picture!

➡ ESTIMATED AUDIENCE OF 30,000,000 WILL SEE SPECIAL 20,000 LEAGUES PROGRAM ON NEW "DISNEYLAND" TV SHOW!

Two 1-hour presentations carried coast-to-coast over more than 125 ABC-TV stations—to be specifically devoted to 20,000 LEAGUES—

December 8th: "Operation Undersea" • January 19th: "The Story of Monsters"

Walt Disney presents
The Mightiest Motion Picture of them All!
20,000 Leagues UNDER THE Sea
Starring
KIRK DOUGLAS ★ JAMES MASON
PAUL LUKAS ★ PETER LORRE
Based on the famous Jules Verne novel
Directed by
RICHARD FLEISCHER
Screen Play by
EARL FELTON
COLOR BY
TECHNICOLOR
A MIRACLE of screen ENTERTAINMENT
Beneath the surface of the sea lies a world of infinite mystery and menace, of unearthly beauty and uncounted treasure. A world of frightening depths, silent darkness and monstrous power.
This fascinating world now sweeps across the massive CinemaScope screen as Walt Disney brings to life the greatest of all adventure stories. As you live this story with Kirk Douglas, James Mason, Paul Lukas, Peter Lorre, you will be captivated by the strange excitement that overwhelms all who descend into that last, great unconquered realm beneath the sea.
Make room in your memory for an unforgettable experience. The imagination of Jules Verne and the inspiration of Walt Disney combine to bring you a true miracle of screen entertainment. Never has so great a story been given such spectacular presentation!
Distributed by Buena Vista Film Distribution Co., Inc.
Incredible wonders of another world surround you in magnificent
CINEMASCOPE
Stereophonic Sound

SOLID MUSIC PROMOTION!

Kirk Douglas cuts his first singing platter for Decca! Columbia, Capitol, Mercury, MGM, London and Golden also arrange for top flight albums and records of 20,000 LEAGUES music!

FULL ARRAY OF PULSATING OPEN-END TV SPOTS!

15-second and 1-minute TV spots, with time allotted for your own theatre mention, include exciting LEAGUES scenes!

COMPLETE GAMUT OF RADIO SPOT ANNOUNCEMENTS DRAMATICALLY POUND HOME "20,000 LEAGUES" EXCITEMENT!

Full orchestral background and authentic sound effects accompany narration of each transcription!

COLORFUL BATTERY OF ATTENTION-GETTING POSTERS AND ACCESSORIES PUNCH "20,000 LEAGUES" ACROSS TO THE PUBLIC!

Deluxe, four color displays form full complement of eye-appealing posters!

SPECTACULAR "28-SHEET" SHOUTS "20,000 LEAGUES" ACROSS THE NATION AS PART OF EXTENSIVE OUTDOOR DISPLAY PROGRAM!

Over 40 cities display impressive "Dayglo" posters in September saturation program!

DISNEY CHARACTER MERCHANDISING PROMOTES "20,000 LEAGUES" IN CONJUNCTION WITH NATION'S FOREMOST MANUFACTURERS!

Mechanical toys and clothing items to be on world-wide market by Christmas!

SPECIAL BOOK AND PUBLICATIONS PROMOTIONS GREATEST EVER FOR DISNEY LIVE ACTION FEATURE!

Biggest names in publishing world launch saturation campaign to promote 20,000 LEAGUES books!

SUNDAY COLOR COMICS PAGE REACHES 32,000,000 READERS WEEKLY!

King Features Sunday series for "20,000 Leagues" breaks in over 50 cities as part of the "Walt Disney Treasury of Classic Comics"! (Started August 1st, 1954)

TOP MANUFACTURERS IN OUTSTANDING ADVERTISING AND PROMOTIONAL TIE-INS!

Cooperative ads with "Botany," "Van Heusen," "Times" and other manufacturers, scheduled for LIFE, LOOK, COLLIER'S THIS WEEK — magazines with a combined circulation of 19,086,000!

EXCITING CINEMASCOPE-TECHNICOLOR THEATRICAL TRAILERS MADE IN THE DISNEY MANNER!

Deluxe 4-minute Cinemascope-Technicolor Trailer!
Special 1-minute Cinemascope-Technicolor Teaser Trailer!

EXHIBITOR'S CAMPAIGN BOOK PACKED COVER TO COVER WITH EVERY IMPORTANT FACET OF ADVERTISING, PUBLICITY AND EXPLOITATION!

Clear-cut information on "Where to, When to and How to" vividly embodied in giant pressbook!

CONTACT YOUR LOCAL Buena Vista FILM DISTRIBUTION COMPANY BRANCH

477 Madison Avenue New York 22, N. Y.	737 21st Street Denver, Colorado	128 E. Forsythe St. Jacksonville, Florida	1235 S. Wabash St. Chicago, Illinois
72 Glenwood Avenue Minneapolis, Minn.	1660 Cordova Street Los Angeles, Cal.	110 Arlington Street Boston, Mass.	2017 Young Street Dallas, Texas

LITHO U.S.A

Army Issues Order Regarding Promotion For 'This Is Army'

An elaborate film promotion project is revealed in army orders, made public by COMPO, yesterday, which have been sent to 72 army recruiting stations throughout the country in connection with the theatre presentation of the Technicolor feature, "This Is Your Army," which will be released on Dec. 13.

In order to direct community attention to the film, army recruiting officers are instructed to contact local American Legion and Veterans of Foreign Wars posts and obtain their cooperation in arranging special programs for the premiere of the film in neighborhood theatres; to request local editors, radio and TV station managers to publicize the showing of the film; to arrange for army exhibits (equipment, food packaging, war trophies, etc.) in theatre lobbies; and to assist in the staging of parades, band concerts and drills.

Publicity Kit Prepared

A kit sent by the Army Information Service to recruiting centers contains special press releases and picture mats, spot announcements for radio and television, and army posters advertising the film. Local army personnel also are requested to arrange parades to the theatre, using active and reserve army units, veterans and school contingents; to seek the cooperation of stores in displaying captured enemy equipment or war souvenirs belonging to home town veterans; to have veterans drill teams give exhibitions in or outside the theatres and to use any other ideas best suited to the conditions and needs of their own communities.

Name Brickates SW Conn. District Mgr.

HARTFORD, Nov. 22.—Promotion of Nick E. Brickates, manager of the Garde Theatre, New London, to Connecticut district managership of Stanley-Warner Theatres has been announced by Harry Feinstein, Northeastern zone manager.

Brickates, in the film industry for 26 years, succeeds the late James F. McCarthy. He will supervise 14 theatres in the Connecticut territory. His replacement at the New London house will be announced shortly, according to Feinstein.

Briskates' territory includes the Garde, New London; Palace, Norwich; Capitol and Gem, Willimantic; State, Manchester; Strand and Embassy, New Britain; Cameo, Bristol; Warner, Torrington; Palace and Empress, Danbury; Capitol, Ansonia; Hull, Derby; and Palace, South Norwalk.

Bishop Newell to Catholic Film Unit

WASHINGTON, Nov. 22.—Bishop Herbert M. Newell of Cheyenne, Wyo., has been named a member of the Catholic Bishops' Committee on Motion Pictures, it was announced here.

He replaces Bishop William A. O'Connor, of Springfield, Ill., who has completed his term of service on the committee. Other members of the committee remain unchanged, including the chairman, Bishop William A. Scully of Albany.

Hollywood

By Samuel D. Berns

INCIDENTALLY: Robert H. Nolan got an okay from Dr. Roy Chapman Andrews to develop a motion picture and television series on the life and adventures of the famous explorer. . . . Universal is hot on the musical series possibilities of the team starred in "So This Is Paris," so Al Cohen assigned Earl Baldwin to screenplay "So This Is Rio." . . . Joan Wilcoxon will stage her Third Annual Nativity Play alone this year for the Marine Corps' "Toys For Tots" campaign, while Henry is associate-producing DeMille's "Ten Commandments" in Egypt. . . . Norm Siegel hopped to Mexico City to check future of Transcona with Ed Alperson, and to plan a campaign on "The Number One," which the producer is making below the border for 20th. . . . Y. Frank Freeman reelected to U.S.C.'s board of trustees. . . . Victor Young will baton his own musical score for Republic's important "Timberjack." . . . Walter Mirisch is parlaying Neville Brand's success in "Riot in Cell Block 11" with a starring role in Allied Artists' "Hold Back The Night." . . . Robert Wise will have his director's chair favoring the M-G-M lot for a while. . . . Henry Ginsberg and George Stevens are in the "Giant" steps forward with Boris Leven designing the sets and Rock Hudson already signed for one of the leads. . . . "Love Me or Leave Me" gives Cameron Mitchell third billing with a role that spells a milestone in his booming career. . . . Paramount lifted its option on producer Robert Emmett Dolan, now prepping "Anthing Goes." . . . Noel Drayton, singing partner of Danny Kaye in "Knock On Wood's" memorable Irish reunion scene, cinched a key role in the comedian's next, "The Court Jester." . . . Sign Of the Times: Joan Crawford packaging herself, Ranald MacDougall as writer-director, and Edna Lee's novel, "Queen Bee," for a participation deal with Columbia.

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DRUM BEATERS: Exhibitors will view Allied Artists' forthcoming product via two-reel color subject. . . . RKO's "Underwater" will get a musical buildup with Perez Prado's recording of "Cerezo Roza" (Cherry Pink). . . . That six-stories-high rubber likeness of "Long John Silver" in the Macy's Thanksgiving Day Parade should get enough national coverage to prime the kid trade for Joe Kaufman's jackpot entry. . . . Warners' Hollywood-type premiere of "The Silver Chalice" for the town selling the most Christmas Seals is great public relations for our industry.

□ □ □

DirectorScope: Richard O. Fleischer caught our attention a few years back when he took home an Oscar for "Design For Death" in the documentary feature field. Then Stanley Kramer, preparing "The Happy Time," picked the apparent newcomer for his first important assignment as a director, after baptism at RKO making low-budget features with quality. Dick comes by his career honestly, having his famous cartoon-producing father, Max Fleischer, as an inspiration, and Yale Drama School training as a foundation. Oddly enough, another great cartoon creator, Walt Disney, recognized the 37-year-old craftsman's ability in the live action field and entrusted him with a $4,000,000 budget to make "20,000 Leagues Under The Sea." Now that Dick is among the name directors one looks for in making quality product, Buddy Adler signed him for "Violent Saturday," which gets rolling next month under the 20th-Fox banner.

□ □ □

FRANK O. PINYONS: Tony Curtis will jet his career into the big money class through an amazing song and dancing ability display in "So This Is Paris." . . . Eddie O'Brien's Oscar Muldoon portrayal in "Barefoot Contessa" rates an Oscar Doubloon. . . . Elmer Rhoden observes public's demand for quality films today would have 40 per cent of the films gone by begging for playing time. . . . Studios like Columbia, borrowing top talent, other than star names, like director George Sidney from M-G-M, can keep top product on the march. . . . Kling Studios will need another stage to handle the activity. . . . If Jerry Lewis ever harnesses his wishful thinking, he's likely to wind up a member of the Screen Directors' Guild. . . . Now that Mrs. Gurney of the Mr. Peepers TV show has signed for an important role in Rosalind Russell's new film, "The Girl Rush," it might get Wally Cox excited about a film career. . . . Kim Novak is a personality in her own right. Any comparison to Marilyn Monroe is strictly coffee clotch. . . . Looks like Columbia is on a musical kick now that they're partnered with Shapiro-Bernstein. Latest on the schedule being a la de da version of "It Happened One Night." June Allyson starring and Dick Powell directing. We'd like Sammy Fain and Paul Webster for the music on this one.

People

Robert Lippert has postponed his swing of the country in connection with "They Were So Young" until early 1955, after setting back the national release date to late January. Lippert will leave Hollywood on Jan. 3 for a 28-city tour.

□

Edward Cutler, former RKO booker in Cleveland, has joined Allied Artists' sales staff in that city.

□

Albert Pickus, owner of the Stratford Theatre, Stratford, Conn., and a TOA vice-president, has been elected a director of the Stratford Chamber of Commerce.

□

George E. Landers, Hartford division manager of E. M. Loew Theatres, and **Mrs. Landers** are grandparents for the third time, with the birth of a baby girl to their daughter and son-in-law in San Francisco.

□

Milton A. Mooney, president of Independent Theatre Owners of Ohio, and **Mrs. Mooney** will leave Cleveland next week for a six-week cruise to the Orient.

□

Lester Stepner, former manager and publicity director for Jones, Linick and Schaefer, returns after a year's absence to handle publicity for the McVickers Theatre in Chicago.

□

William K. Everson, publicity manager of Allied Artists International, addressed the Springfield, Mass., Motion Picture Council on "The History of the Western" at the Springfield Museum of Fine Arts at the weekend.

□

Mary Drews, Republic booker in Cleveland, has resigned. Her successor is **Gene Kenehan,** who has been promoted from the shipping department.

□

Lou Williams, former manager of Fox West Coast's Cinema Theatre in San Francisco, has taken over the management of the Cinerama Theatre there.

It's Official Now; 'Phffft' Is 'Pift'

In reply to a query by Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, as to how theatre personnel should pronounce Columbia's picture, "Phffft," when a patron should ask, the Columbia home office stated here yesterday that "Phffft" is pronounced "Pift." Columbia urges all theatre personnel to adopt that pronunciation to prevent confusion.

Percentage

(Continued from page 1)

the actions, Judge Lord granted the motions by all parties for the inspection of theatre records.

Plaintiff distributors were given the right to inspect the gross receipts records of the 13 theatres and drive-ins operated in New Jersey and Pennsylvania by defendants Melvin Fox, Melvin Fox Theatres, Inc. and Delsea Drive-In Theatres, Inc. These theatres are The Fox, High and Burlington Drive-In Theatres in Burlington, N. J.; the Wildwood Drive-In in Wildwood, N. J.; the Criterion Theatre in Moorestown, N. J.; the Fox and Mt. Holly in Mt. Holly, N. J.; the Fox in Riverside, N. J.; the Roxy in Maple Shade, N. J.; the Mayfair and Hollywood in Philadelphia, the Delsea Drive-In in Vineland, N. J.; and the Bridgeton, in Bridgeton, N. J.

Among the records defendants were permitted to examine were the film license agreements, their box office reports on the pictures claimed to be under-reported, and copies of complaints and responses as to the under-reporting.

Nine 'Desiree' Dates Report Good Grosses

Twentieth Century-Fox's "Desiree" in CinemaScope is demonstrating strong grossing power in its first nine domestic engagements topping such previous hit attractions as "Woman's World" and "Broken Lance," weekend theatre reports disclose.

At the Roxy Theatre here, where the picture bowed in a Command Performance last Wednesday evening, "Desiree" has scored $51,000 in its first four days; while at the Fulton, Pittsburgh the picture hit $7,910 over the weekend as compared with $4,500 recorded by "Woman's World," the distributor reports.

The Julian Blaustein production hit $11,000 this weekend at the Paramount, Oakland, besting "Black Widow," whose comparable gross is $6967.

Weekend reports from the United Artists Theatre, Detroit, show "Desiree" grossing $15,980 as compared to $14,577 for "Broken Lance." At the Century, Buffalo, "Desiree's" margin over "Broken Lance" is $8,090 to $6,500. At the Chinese, Los Angeles, the margin over "Woman's World" is $16,040 to $11,443.

The drama starring Marlon Brando as Napoleon also is exhibiting marked strength at the Fox, Philadelphia; Poli, Hartford; Poli, New Haven.

'Darkest Hour' Next Jaguar Film for WB

HOLLYWOOD, Nov. 22.—Jack L. Warner has announced the selection of "The Darkest Hour," a novel by William P. McGivern, as the next Alan Ladd Jaguar Production for Warner Bros. The Ladd organization and Warners recently completed a new long-term deal for a number of productions to be produced and distributed by the studio.

The deal was made upon completion of "Drum Beat," a Jaguar Production for Warners, which stars Ladd, with a featured cast headed by Audrey Dalton and Marisa Pavan, produced and directed by Delmar Daves.

"The Darkest Hour," with a New York background, is a suspense story in which Ladd will star as a framed policeman.

Attendance Mark At Florida Exhibitor Meet

(Continued from page 1)

its six-year history. The session opened with a welcome by President Horace Denning of this city and with an invocation by the Rev. Albert J. Kissling.

Nat Williams, Thomasville, Ga., exhibitor was chairman, and he gave a brief address in which he urged the establishment of an exhibitors research institute to "get at the causes of present ills and to do something about them." He said that he had heard that "distribution would manage to take away from exhibitors the financial benefits of the Federal tax cut in the first year of its operation, but the distributors actually managed to do this in the first seven months."

Starr the Keynoter

The keynote speech by Alfred Starr set the tempo of the convention, noting exhibitors' complaints that distribution is taking an unfairly large amount of the money taken in at theatre box-offices. Saying that he represented theatre men "who are at the bottom of the industry heap," he added that "the salutation of Texas Guinan, night club operator of the prohibition era, is applicable to exhibitors of today. Miss Guinan's salute of 'Hello, sucker' you all know."

Starr described the sliding scale of 70-30-10 as a "mathematical monstrosity," and said "you can't make money with poor pictures and distribution won't let you make money with good pictures." William Lee, who operates a small drive-in at Keystone Heights, was bitter in denouncing one major distributing company for not giving him any definite booking date for December, although he said he had contracted for them. William Cumbaa, of Leesburg, suggested that exhibitors band together "and refuse to play pictures when distributors' prices are too high in percentages or flat rentals."

COMPO Lauded

Lamar Sarra of this city, counsel for Florida State Theatres and legislative chairman of MPEOF, praised the accomplishments of the Council of Motion Picture Organizations in fighting for federal tax relief for the industry, and said that a "fine public relations job was done and Congress sees us in a better light than ever before." He urged exhibitors to "help pay the freight on COMPO, and let all the industry stand together when facing common problems."

A luncheon meeting was presided over by Bolivar Hyde of Lakeland, general manager of the Talgar Theatre Co., with an invocation by Rabbi Sanders A. Tofield and an address by Congressman Charles Bennett of this city, who said "the motion picture industry occupies an imposing position in America and it is doing a noteworthy job of producing fine entertainment. If the time comes when you need my help again, please call on me in Washington. I have a small son and he and I have a movie date each Friday night. I want to go on keeping that date."

Sindlinger Heard

Speakers at the afternoon session today included Jerry Gold of Pahokee, a small town on the rim of the Everglades; Dick Pitts, Theatre Owners of America public relations director; George Murphy, of Hollywood, and Albert Sindlinger, theatrical analyst.

Murphy said that the ideas expressed at exhibitor meetings are needed for the ears of Hollywood producers and that he would carry back to Hollywood the major criticisms voiced at the convention.

Sindlinger discussed the downward box-office trends from 1946 to the present and suggested remedial action by the industry. He said "If a theatre closes, that business does not go to the remaining theatres in town. It is lost. Theatres do not come under the economic law of elasticity; they are not in a group with soap or food or gasoline."

Cocktail Party Held

The evening was given over to a cocktail party given by the Motion Picture Advertising Co., and a later buffet dinner and floor show by night club talent.

'Nite of Stars'

(Continued from page 1)

422,000 persons have seen the show.

Celebrities who took part in the performance were: Claude Rains, Walter Hampden, Lucy Monroe, Joey Adams, Tony Bennett, Jeanette La Bianca, Joyce Bryant, Manuel Capetillo and his singing Mariachis, Chino and Mary, The Chordettes and Eddie Fisher.

Rockettes Present

Also, Ganjou Brothers and Anita, Barry Gray, Joel Grey, Harry Hershfield, Mambo Jets, Kean Sisters, Al Kelly, Alan King, Jackie Miles, Tito Puente, Johnnie Ray, Bud and Ceecee Robinson, the Music Hall Rockettes, Hazel Scott, Earl Wilson, the Winged Victory Chorus and others.

Mexico Backs Cuban Distributor, Theatres

MEXICO CITY, Nov. 22.—The industry's own bank, the semi official Banco Nacional Cinematografico, has started intensive playing of Mexican pictures in Cuba with the investment of $300,000 to back a distributor in Havana and of $250,000 for a long-term lease on four theatres in the Cuban capital for exclusive exhibition of Mexican films.

The bank's latest balance sheet, Oct. 31, reports loans, credits and discounts totaling $1,811,375.25 and $640,000 worth of its bonds circulating.

'Crazylegs' Hirsch Dined

A reception for "Crazylegs" Hirsch, well known professional football star, was given here last night at Toots Shor's restaurant by Hall Bartlett, producer of the Hirsch starring vehicle, "Crazylegs."

Small Exhibitors Eye TOA Finance Plan

Because of high film rentals, 50 per cent films, product and prints shortages, many small U. S. exhibitors have expressed interest in the Exhibitors Film Financial Group, Inc., Theatre Owners of America's sponsored film finance company, George Gaughan, TOA field representative, said here yesterday.

While against any proposed governmental regulation of industry trade practices, the small exhibitors generally are mainly interested in relief from shortages of pictures and hope that the TOA film plan will offer product at reasonable terms, Gaughan said.

Activities Nationwide

The TOA field representative, who is here for meetings with top officials of the exhibitor organization, spends much of his time meeting circuit and independent exhibitors about the country enabling them to unburden themselves of pressing problems.

Exhibitor problems are generally the same, he said, but more top industry people should get down to "bedrock" to learn of them.

Open Combination Theatre in Idaho

MOSCOW, Ida., Nov. 22. — The Northwest's first combination indoor-outdoor theatre has opened at the Auto Drive-In, located four miles west of Moscow on Pullman-Moscow Highway.

It is owned and operated by Edgar H. Metzgar of Moscow. The theatre will operate during the summer as an outdoor unit and in bad weather and winter months as an indoor theatre with CinemaScope. Indoor capacity is 518 persons.

Skouras

(Continued from page 1)

tributed in the Western Hemisphere by 20th-Fox, he added.

Moskowitz, who recently returned from a trip to the Coast, said that currently before 20th-Fox cameras are "A Man Called Peter," "Daddy Long Legs," at the studio and "Soldier of Fortune" on location in the Orient. "Lord Vanity" will begin at the studio in another week, he added.

Jury Favors Theatre In Ohio Injury Suit

TOLEDO, Nov. 22.—The defendant Paramount Theatre, operated by Jack Armstrong was awarded a favorable jury verdict in a personal injury case after Judge Frank L. Kloeb said "the Ohio law has established that a person opening a door to enter a dark room is at fault if he falls in the room and is injured." The plaintiff, George Resier, 45, a musical director of the show "Top Banana," claimed he was hurt in March, 1953, when he opened a door and fell into a raised orchestra pit, injuring his arm and shoulder.

Resier asked damages in the amount of $125,000.

30 Cities Hold Over 'White Christmas'

Irving Berlin's "White Christmas," has earned third and fourth week holdovers in some 30 cities, Paramount announced. These include Boston, Buffalo, New Haven, Cincinnati, Dayton, Cleveland, Toledo, Philadelphia, Washington, Chicago, Indianapolis, Dallas, Fort Worth, Houston, San Antonio, Denver, Los Angeles, San Francisco, Portland and Salt Lake City.

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Youngstein

(*Continued from page* 1)

tion, said "there is room for everyone." "The competition will be good," he added, referring to Theatre Owners of America's plan to finance production.

Indicating the dimensions of UA's role in financing, Youngstein said that UA now has $10,000,000 invested in six independent productions now shooting. Under UA's program, Youngstein continued, over $30,000,000 has been made available by the company for pictures, either now being filmed, or contemplated for production, or already completed but unamortized.

New Haven Censor

(*Continued from page* 1)

policy on which the assembly itself has already spoken.

The aldermanic committee of ordinance had sought Crawford's opinion.

Proposed ordinance was submitted by Martin J. Griffin, president of the St. Francis Holy Name Society, and had the endorsement of a dozen other Holy Name societies whose members had gathered 15,000 signatures on petitions circulated after Masses in their churches.

Ed Fahey to Manage Shea Pittsburgh Unit

Ed Fahey, manager of the Shea Circuit's theatre in Manchester, N. H., has been named manager of the circuit's Fulton Theatre in Pittsburgh. He will succeed Bernie Hickey, who has been transferred to the Shea home offices here and placed in charge of exploitation and promotion coordinated with buying and booking activities.

Fahey's managerial post in Manchester will be taken by Fenton Scribner, who has operated the Shea theatre in Nashua, N. H. since 1941. Scribner will be succeeded in Nashua by Armand Pepin.

Canadian Meet To Explore Laws

MONTREAL, Nov. 22.—The legal aspects of motion picture and television production will be explored by counsel Willard Z. Estey of Toronto, at the Dec. 6 session of Canada's film workshop being staged at Associated Screen Studios here.

The three-day conference, according to Jack Chisholm, sales manager, is a concerted effort on the part of producers to disseminate information on new techniques to improve the production of television and motion picture films.

'Leagues' on Disneyland

The Dec. 8 program of Disneyland on the ABC-TV network will go behind the scenes in the making of Walt Disney's "20,000 Leagues Under the Sea," as part of the TV campaign on the picture.

Reviews

"Cry Vengeance"

(Allied Artists) *Hollywood, Nov. 22*

THIS melodrama was produced by Lindsley Parsons in Ketchikan, Alaska, under the working title of "Ketchikan," and it is, by its much better present title, or by any other, a rock-solid, bullet-straight melodrama of the first order. The principal character, among many clearly drawn portrayals, is played uncompromisingly by Mark Stevens, who quite as clearly and uncompromisingly directed the picture. Other principals are Martha Hyer, Skip Homeier, Joan Vohs, Douglas Kennedy, Dan Haggerty, Cheryl Callaway and Warren Douglas. Not a single false note is struck in the tight script by actor-writer Douglas and George Bricker, and the production figures to play a pleasant tune on theatre cash-registers.

The picture opens in Ketchikan, where one Tino Morelli, former gangster, played by Kennedy, has come to lead a legal life and rear his small daughter, but the script switches quickly to San Francisco where Stevens, released from prison after serving a three-year sentence for a crime he didn't commit, buys a gun and determines to find and kill Kennedy, whom he blames for framing him. Actually an honest policeman, and known by his police friends to be innocent of the crime, he refuses to heed their advice to let the past remain buried, and ferrets out the fact that the man he seeks is living in Ketchikan. How he locates his quarry, how he reacts to influences he encounters, and what happens when he comes to the realization that vengeance is not for him to deal out, make up a steadily interesting and never transparent narrative.

There is a good deal of grim material in the picture, and plenty of fighting, with fist and gun, but all of it is duly motivated. Skip Homeier's performance as a hired killer who likes his work is Academy-calibre stuff. The picture wasn't made for children.

Running time, 83 minutes. Adult classification, November release.

WILLIAM R. WEAVER

"The Yellow Mountain"

(Universal-International) *Hollywood, Nov. 22*

LEX BARKER'S entry into Western civilization after being cooped up in those money-making jungle pictures shows great promise as a star property for U-I, but the selection of "Yellow Mountain" to favor his debut fell short of its purpose.

Despite Ross Hunter's efforts in dressing his production with color by Technicolor and assembling some choice actors like Howard Duff, Mala Powers and William Demarest, the film was weighed down with plot changes and spotty direction.

Previewed at the El Rey, a neighborhood theater, the audience fell into the spirit of a corny fight at the beginning of the film and wound up hissing the villain at the close.

Harold Channing Wire's story, adapted by Robert Blees and scripted by George Zuckerman and Russell Hughes, depicts Barker and Duff as a strange team of gold-rush saloon partners, who are constantly taking chin shots at each other. In spite of this, there is an aura of brotherly-love. The beautiful Miss Powers portrays the daughter of Demarest, an irresponsible gambler who owns a supposedly worthless gold mine. Duff joins John McIntire, a lawless mine operator, in trying to buy the Demarest deed when they learn it represents the "apex rights" to their gold vein. Barker protects Demarest and wins Mala after a "High Noon" finish which puts McIntire and his henchmen where they belong. Duff proves himself a hero and is rewarded with a partnership in the Demarest mine along with Mala and Lex.

Jesse Hibbs directed, obtaining some good location backgrounds, which were capably photographed by George Robinson.

Running time, 78 minutes. General classification. For release in December.

SAMUEL D. BERNS

All-Mexican Picture In Wide-Screen Set

MEXICO CITY, Nov. 22. — The Rodriguez brothers on Jan. 3 will start production of the first all-Mexican picture for wide-screen. Titled "Monstruo de la Montana Hueca" ("The Monster of Crooked Mountain"), it will be directed by Ismael Rodriguez, with Carlos Orellana directing.

The film will have a version in English and is expected to cost $342,000, a new high for a picture in Mexico that is totally Mexican.

Acquires 'Nanga'

"Nanga Parbat, The Killer Mountain," an Agfacolor feature based upon the joint German-Austrian Himalaya expedition of 1953, which scaled the peak of "Nanga Parbat" has been acquired for distribution in the United States and Canada by Grand Prize Films, Inc.

Atlanta Variety Club Elects Harold Spears

ATLANTA, Nov. 22. — Harold T. Spears, general manager of the Bailey Theatres in the South, has been elected chief barker of the Atlanta Variety Club. He succeeds A. B. Padgett. Other officers elected are: Lex Benton, first vice-president; R. J. Barnes, second vice-president; M. A. Barre, treasurer, and Willis J. Davis, secretary. Installation ceremonies are scheduled for Dec. 4.

Spears has announced that the club allocated approximately $100,000 for charity during 1954. The principal beneficiary of the club is the Cerebral Palsy School here.

9 'Queen' Dates

LOS ANGELES, Nov. 22.—RKO's "Cattle Queen of Montana" will open day-and-date in nine situations in the Los Angeles area on Dec. 8. Seven of the dates are drive-in theatres.

Colosseum

(*Continued from page* 1)

committeeman, Milwaukee; Paul Weiss, regional vice-president, Minneapolis; Walter Walker, regional vice-president, Atlanta; Charles Turner, regional committeeman, Jacksonville; William Tomlinson, regional vice-president, San Francisco; Wayne Batemen, regional committeeman, Los Angeles.

The convention voted to reopen the contract which expires on Feb. 17, 1955. The provisions of the present agreement were given a thorough airing and suggested changes were submitted by the respective current loges to the bargaining committee.

Bartell Delivers Report

David B. Bartell, in his report to the convention discussing what he termed the growing menace of the independent buying and booking combines, declared:

"The exhibitor who falls prey to the sugary talk of the combine will one day find that another exhibitor has taken his place in the affections of the erstwhile swain. There's nothing solid upon which to build a permanent relationship, since the combine is not wedded to anyone, but plays the field of distributors and exhibitors.

"Distributors, too, are being seduced by the magical music of apparent savings in sales costs. The moment the combine controls the exhibitor, at that moment has the distributor placed his future sales in jeopardy. Through the years, the value of personal contact between distributor and exhibitor has paid off for both. It is a pattern of success. The distributors who want to save a penny today may lose their market tomorrow.

Los Angeles Convention City

"This is something we will take up with distributors at our next meeting with them. For their own protection as well as that of our organization, we will require that each exhibitor—even if a member of an outside buying group—remain on the books of the salesmen for sales and service."

The convention selected Los Angeles as its next annual convention city.

Canadian Exhibitors

(*Continued from page* 1)

veteran executive of Famous Players Canadian Corp.

Representatives were present from seven provincial theatre associations from Saint John, N.B., to Vancouver, B.C., to deal with questions of common interest, with decisions taking the form of recommendations for the consideration of the "upper house," the Motion Picture Industry Council of Canada, made up of all branches of the business, which meets tomorrow and Wednesday.

The exhibitor groups presented reports on varied subjects, giving support to a move to secure amusement tax relief and to the proposal for a Canadian Motion Picture Institute to promote good relations in behalf of the theatres which would contribute an assessment on seating basis.

The committee members raised objections to the requirement of increased admission prices for pictures of special types.

Financial and other reports were presented by H. C. D. Main, Toronto, secretary-treasurer of the exhibitors' committee while an outline of activities during the past year was given by the regional associations.

WGA, East and West Given Jurisdiction Over Net TV Writers

By Staff Correspondent

HOLLYWOOD, Nov. 22. — The Writers Guild of America, East and West, has won jurisdiction over television writers employed by networks, it was revealed today, in an NLRB election open to all writers employed by the network during the year ended Aug. 31. The vote was 241 to 29.

The election result, WGA pointed out, opens the way for negotiations that will start immediately for increased minimums and other advantages for writers.

Seek Relief From Canadian Tax

Special to THE DAILY

TORONTO, Nov. 22.—On the assurance from Ontario Premier Leslie Frost that the government would give serious consideration to a brief from theatre proprietors throughout the Province requesting relief from the present admission tax schedule, a special committee of exhibitors has sent out a questionnaire to all Ontario theatres to round up appropriate data.

Abolishment Urged

The group, known as the Ontario Exhibitors Committee for Admission Tax Relief, has proposed abolishment of the amusement levy on all tickets of 50 cents and under, and a percentage reduction in the impost on admissions above 50 cents.

The committee chairman is Lionel Lester, owner of the Studio Theatre, Toronto, and the secretary is Arch H. Jolley, representing the Motion Picture Theatres Association of Ontario.

6 New Films Start, 6 Finish on Coast

HOLLYWOOD, Nov. 22. — The number of pictures in production last week totalled 37, the same as the week before. Six new pictures started and six pictures were completed.

Started were: "Deadlock," Film Locations Prod., Technicolor (Columbia); "The Little Ambassador," Rathvon Overseas Prod., and "The Indestructible Man," J. Pollexfen Prods. (Independent); "The Court Jester," Dena Prods., VistaVision, Technicolor (Paramount); "Soldier of Fortune," CinemaScope, color (20th Century-Fox); "Tacey," Technicolor (Universal-International).

Completed were: "The Man From Laramie," William Goetz, CinemaScope, Technicolor (Columbia); "The Big Bluff," W. Lee Wilder Prods. (Independent); "Shock," Exclusive Prods. (Lippert); "Cult of the Cobra" and "The Purple Mask," CinemaScope, Technicolor (Universal-International); "Mister Roberts," CinemaScope, WarnerColor (Warner Brothers).

Two More for Conn.

HARTFORD, Nov. 22.—Charles Lane of the New Haven Drive-In, North Haven, Conn., has disclosed plans for construction of an outdoor theatre at Branford, Conn.

Another newly-announced outdoor venture is slated for Southington. Latter project will be built by P. J. DeFazio of Hartford.

Television--Radio

with Pinky Herman

MAX LIEBMAN'S next 90-minute color spectacular TVia RCA Sunday, Dec. 5 (7:30-9:00 P.M.) will be a musical revue featuring Sonja Henie and her Ice Show with a cast of 25, British musical comedy star, Jack Buchanan, Jeannie Carson, Bambi Lynn and Rod Alexander, Pat Carroll and Jimmy Durante. . . . Charles C. (Bud) Barry, who started his meteoric career back in 1936 as a sportscaster at NBC's Washington, D. C., station, brought to New York as Eastern program manager of the former Blue Network and later named radio and TV head by NBChieftains, which post he maintained until recently, will join the William Morris Agency Jan. 1 and will work in close association with Wallace S. Jordan and George Gruskin, developing radio and TV packages and talent. . . . Charlie Curran, formerly Betty Hutton's husband, and Lee Pelzman formulating plans to produce indie telefilms.

☆ ☆ ☆

Thar's gold in them thar hills and especially in them thar hillbilly tunes these days. Cowboyodeller Pee Wee King, emcee of the new WLW-TVehicle, "Flying W. Ranch," (which features both folk and pop music) established for himself a pee-wee facsimile of Fort Knox with a couple of ditties entitled "Tennessee Waltz" and "Slow Poke." . . . The tremendous listening audience that the first three "Disneyland" programs TVia ABC has amassed will be increased soon as it becomes nationally known that two full-hour programs (Dec. 8 and Jan. 19) will be devoted specifically to the new Buena Vista CinemaScope production of Jules Verne's "20,000 Leagues Under the Sea" which will be nationally released in theatres during Christmas Week. . . . Especially telefilmed in England, Bob Hope's Dec. 7 show will present Maurice Chevalier, Beatrice Lillie and several other stars of European screen, TV, radio, concert and opera. BBC's best known announcer, Donald Hobley, gives out with the General Foods commershills.

Pee Wee King

☆ ☆ ☆

Ed Herlihy's Newspaper of the RCAir series "Week End," heard Sundays over a coast-to-coast radio net from 3:00-5:00 P.M. (E.S.T.) has turned in a remarkable crystal-gazing stint, having predicted hitdom for three new recordings in the past three months. The highly interesting program with music selected by editor-newscaster Art Wakelee and scripted by Bill Hill, was the first to wax enthusiastic (via the Herlihy Pick of the Week segment) about Connee Boswell's "If I Give My Heart to You," Jerry Martin's "Where Can You Be?" and Bill Haley & The Comets' rendition of the bouncy "Shake, Rattle & Roll." . . . Had lunch last week with a remarkable man—a clear-eyed, ruddy-faced, silver-haired gentleman, whose keen wit, erect posture, acute sense of awareness and an eagerness to start on his forthcoming three-month lecture tour of American universities and high schools next month, belies his 77 years of age. Dr. Edwin Franko Goldman, who succeeded the late John Philip Sousa as America's March King, composer of 106 published marches, conducted the Guggenheim Memorial Concerts for the 38th consecutive year and although he's batoned his famous band for 44 years, has never missed a single performance.

☆ ☆ ☆

"It's the small-fry who directly influence the purchasing power (housewife) of the country," was the keynote of the speech delivered by honor guest Pinky Lee at last week's luncheon session, held by the Beverly Hills Professional and Business Men's Ass'n. Daddy may enjoy a comedian or dramatic artist for years and Mummy may never miss a soap opera or musical series yet neither may even seriously consider their favorites' respective commercial products—but not so the moppets—they go all out, not only for their heroes (and heroines) but also the products they plug." . . . Baby boys are born, cigars passed out, parties, christenings and 'Bris-enings' are held and then normalcy. But not so at the Wes Hopkins domicile. Wes, who conducts a very popular disk jockey series daily over WTTM, Trenton, N. J., became the proud daddy of a bouncing baby boy and instead of huddling with the immediate family as to a given name, selected Wilbur Evans and Rita Morley to judge a "Name the Baby" contest, the prize a one-week vacation at the Delano Hotel in Miami Beach, via North American Airlines. (Wes, how about Junior Hop-kins?)

Col. Earnings

(*Continued from page* 1)

stock after preferred stock dividends, it was added, for both the current year and the prior year, are based on the 757,843 shares which were outstanding on Sept. 25.

Net profit before income taxes for the current year's 13-week period was put at $2,553,000 against $1,947,000 in net profits for the same period in the preceding year, which ended Sept. 26. Estimated income taxes for the 1954 period was put at $895,000 compared to the 1953 income tax estimate for the same period of $885,000. State and foreign taxes for the current year period was estimated at $309,000 compared to $300,000 the previous year.

Propose Col. Stock Increase To 2,000,000 Shares

Columbia stockholders at their meeting scheduled for Dec. 17 at the home office will vote on proposals to increase the authorized common stock of the corporation from 1,000,000 to 2,000,000 shares and to change the authorized no par value common stock, issued and unissued, into common stock having a $5 par value.

To Consider Cohn Pact

The meeting also will vote on a five-year extension of Harry Cohn's employment contract and on reelection of the company's nine directors. A proposal for election of directors by cumulative voting, made by a stockholder, will be submitted to the meeting. The proposal is opposed by management.

Dave Bader

(*Continued from page* 1)

Meriam F. Branden, Lige Brien, Gordon White, Blanche Livingston and Harry K. McWilliams.

Ray Gallagher was elected to the board of trustees to replace Bader. Cy Eichman of Astor Pictures was elected head of public relations for the new administration.

The membership voted to hold its annual Christmas party on Dec. 21 at the Piccadilly Hotel. Brien, retiring president, and his staff are lining up the door prizes for the party.

Rogers TV Appeal

(*Continued from page* 1)

films to TV. Rogers asked the high court to reconsider its action, and today the court refused to reconsider.

The court gave no reason, merely noting its final decision in the list of orders handed down at its noon decision session.

Disney Accessories To National Screen

Leo F. Samuels, general sales manager of Buena Vista Film Distribution Co., announced that arrangements had been completed between National Film Service and National Screen Service Corp., whereby the latter will take over accessory and trailer distribution of Walt Disney's Buena Vista product. This will apply to all current as well as future Buena Vista releases, Samuels said.

Accessories and trailers were previously handled by National Film Service which will continue to perform billing, collection, physical handling of prints and other local exchange functions for Buena Vista.

Sell 'em WHILE THEY'RE SITTING!

There they are... row upon row of patrons with their eyes glued to the screen... ready to give their 100% attention to whatever pitch you want to make.

It's your "captive audience"... an opportunity you can't afford to overlook... an advantage offered by no other advertising medium.

So sell everything you've got... your shows... contests... special events and merchant tie-ins... in advance... from your screen... with trailers that get the *most* out of your "captive audience" ... trailers from National Screen!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 100 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 24, 1954 TEN CENTS

John Davis Says:

Too Early for Talk of Rank Theatre Buys

U.S. Exhibition Entry Awaits Convertibility

By Staff Correspondent

HOLLYWOOD, Nov. 23. — John Davis, managing director of the J. Arthur Rank Organization, who arrived here this week from London for a periodic visit, today described stories of a planned acquisition of American theatres by Rank as "premature."

Speaking of Rank's reference in his annual message to stockholders of his company to the possibility that it might be found necessary to acquire theatres in order to ensure bringing British films before the mass American audience, Davis pointed out that Rank also had said no action in that

(*Continued on page* 5)

'U' to Start Studio Sales Meet Dec. 6

Universal Pictures will hold a week-long sales conference at the Universal-International studios in California starting on Dec. 6, to be attended by the company's executives from both New York and the U-I studios, home office sales executives, district sales managers, foreign department executives, East and West Coast advertising

(*Continued on page* 6)

Todd and Todd-AO To Make '80 Days'

Contracts for the production of "Eighty Days Around the World," based on the Jules Verne story, "Around the World in Eighty Days," have been signed by the Michael Todd Co. with Henry Woodbridge, president of the Todd-AO Corp., it was announced yesterday by Phil Reisman, president of the Todd organization.

This is the first of a 10-picture pact which the Michael Todd Co. has signed with Todd-AO and will be the second in the Todd-AO process. The first is Rodgers and Hammerstein's 'Oklahoma!' which has been completed.

PARAMOUNT SETS 1ST INT'L MEET ON PROMOTION WEEK OF DEC. 6

The first international promotion coordination meeting for Paramount Pictures, aimed at achieving the full box-office potential of the company's 1955 product line-up, was announced here yesterday by Paramount. The meeting will take place at the Paramount studio during the entire week of Dec. 6.

The meeting, which also will further resolve the integration of activities among home office, studio and field promotion forces for maximum merchandising benefits, will be attended by advertising, publicity and exploitation executives from the home office, the studio publicity staff, the field merchandising representatives of the U. S. and Canada, and ad-publicity executives of Paramount International Films.

Jerry Pickman, vice-president in charge of advertising, publicity and

(*Continued on page* 4)

New NT-DJ Decree Talks

By Staff Correspondent

HOLLYWOOD, Nov. 23—National Theatres plans to resume negotiations with the Department of Justice in Washington in an effort to obtain relaxation of its consent decree barring NT from entering production, it was learned here.

Heading the NT party to the capital soon, it was learned, will be John B. Bertero, vice-president and general counsel.

The upcoming negotiations will be

(*Continued on page* 6)

Goldwyn Studio to Be Auctioned in 60 Days

By Staff Correspondent

HOLLYWOOD, Nov. 23. — Superior Court Judge Paul Nourse of Long Beach, in a memorandum decision, today ordered counsel for Mary Pickford and Samuel Goldwyn to prepare an order of sale of the Samuel Goldwyn studios by Nov. 29. The order will be presented in court within seven

(*Continued on page* 6)

Exhibitor-Financed ARC Schedules 8 Pictures for 1955

HOLLYWOOD, Nov. 23.—American Releasing Corp., new distribution company with 28 exchanges in the United States and representation in Canada, the British Isles and Latin America, will release a minimum of eight pictures during 1955, it is announced by James H. Nicholson, president. Four of these will be in color and one or more in the Vistarama anamorphic process.

Currently in release through ARC

(*Continued on page* 4)

$1,000,000 Deal

Col. Acquires Kramer Stock In 11 Pictures

Will Permit Immediate Profit for Producer

A deal whereby Columbia Pictures acquires all stock rights in the erstwhile Stanley Kramer Co. which produced 11 pictures for Columbia release was closed late Monday, it was revealed here yesterday. The transaction reportedly involved approximately $1,000,000.

When the Kramer production company, which produced for Columbia, was dissolved, the stock was transferred to the SGS Co., which consisted of Kramer, George Glass and Sam Katz, with Sam Zagon, attorney, also a stockholder representing various principals in the Kramer organization.

Under the setup, Kramer is able to realize an immediate profit on the Columbia-released product instead of waiting for a year or more to liquidate the program completely.

Kramer's new releasing deal is with United Artists, the first picture to be made under a renewed arrangement with that company being "Not As a Stranger."

Zagon flew to the Coast yesterday after completing final details of the deal.

Theatre Attorneys to Argue Tax Appeal

Exhibitor attorneys along with Assistant Corporation Counsel Stanley Buchsbaum will argue appellant and respondent briefs, respectively, in the Supreme Court, Appellate Division, Second Department, Brooklyn, on Monday afternoon in the R.K.O.-Keith-Orpheum Theatres. et al,

(*Continued on page* 6)

Sees Radical Changes

New Sales and Promotion Units Forecast by Broidy

HOLLYWOOD, Nov. 23.—Radical changes in sales, publicity and advertising methods employed by motion picture companies, was forecast here tonight by Steve Broidy, Allied Artists president, in an address before the Publicists Guild "Panhandler" dinner.

In place of so-called endless belt operation of sales and exploitation as "we know them today," he declared, "I envision units of three or four men from publicity and advertising departments devoting entire efforts over a period of many months, perhaps a year, solely on three or four films."

Similarly in the sales department, he continued, separate sales managers will be assigned these same three or four films as his responsibility on a national basis. These units, he added,

(*Continued on page* 4)

'Show Business' in Actor Fund Tieup

In a tribute to show business, the Actors' Fund of America yesterday announced through its president, Walter Vincent, that the world premiere performance of Irving Berlin's "There's No Business Like Show Business" will be a benefit performance for the entertainers' organization.

The picture, which stars Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray and

(*Continued on page* 4)

Springfield, O., to Drop Ticket Tax

COLUMBUS, O., Nov. 23. — The latest Ohio city, and the largest in some time, to repeal its three per cent municipal admissions tax is Springfield, effective Jan. 1.

In addition, the town of Celina has reduced its three per cent tax to 1½ per cent.

Personal Mention

KENNETH WINCKLES, a director of the J. Arthur Rank Organization, will arrive here from England tomorrow via B.O.A.C. Monarch.

•

JAMES E. PERKINS and T. C. REDDIN of the Paramount Pictures London office have left there for New York.

•

NAT KRAMER, sales manager of Eros Films, Ltd., will arrive in New York today from London via B.O.A.C.

•

AL FISHER, United Artists exploitation representative in New York, will leave here by plane tomorrow for Miami.

•

ADM. JOHN DALE PRICE, USN (Ret.), technical adviser on "Mister Roberts," has left Hollywood by automobile for Washington.

•

NOEL COWARD will arrive in New York from England today aboard the "Queen Elizabeth."

•

RAYMOND MASSEY will arrive here today from England on the "Queen Elizabeth."

•

GYPSY ROSE LEE is scheduled to arrive here from London today via B.O.A.C. Monarch.

•

JOE FOREST, Transfilm director, will leave here today for Montreal.

•

BETSY PALMER has arrived in New York from the Coast.

Goldenson, Hudson, Hoover in UCP Posts

WASHINGTON, Nov. 23.—Three executives of motion pictures, radio and television were elected to national offices of United Cerebral Palsy at the fifth annual convention here.

They were Leonard H. Goldenson, of New York, president of American Broadcasting Paramount Theatres, Inc.; Earl J. Hudson, Beverly Hills, Calif., vice-president, West Coast division, of American Broadcasting Co., and former theatre executive in Detroit, and George C. Hoover, South Miami, theatre executive and chief barker of Variety Clubs International.

Goldenson, who had served as president of UCP since its founding in 1949, was elected chairman of the board of directors.

Hudson was elected to the office of vice-president. Hoover was named regional vice-president for the Southeast. He is also president of United Cerebral Palsy of Florida.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Thanksgiving Day.

20TH-FOX PRAISED BY ALLIED UNIT FOR AID TO SMALL HOUSE

COLUMBUS, O., Nov. 23.—Praise for a distributor from Allied is praise indeed. But 20th Century-Fox gets it unstintingly from Robert Wile, executive secretary of Independent Theatre Owners of Ohio, in a current organizational bulletin. The occasion is the assistance given a small theatre operator on installation of CinemaScope equipment.

Following is Wile's account of the incident:

"Some time ago, Spyros Skouras offered to assist any exhibitor who was unable to finance the installation of CinemaScope. As far as we know, no one had taken him up until last week.

Theatre Seats 146

"One of our members, the Star Theatre in Dresden, with 146 seats, the smallest operating theatre in the state—open six days every week—told the writer about two weeks ago, he was having difficulty in maintaining his grosses with the limited supply of non-CinemaScope film. He makes three changes a week. Earl Starner, the owner, has the confidence necessary to make a good showman. Obviously with this small capacity, Mr. Starner has never been able to amass any capital. The only reason he is not hungry is because he has a job, the proceeds of which he puts into the Star Theatre to make it more attractive to the people of Dresden and the many small surrounding communities which have no theatre.

"Having determined to avail himself of the new process, Mr. Starner requested his fellow members through this bulletin last week to sell him a screen.

"The writer called William C. Gehring, general sales manager of Twentieth Century-Fox. Mr. Gehring asked which supply house Mr. Starner dealt with. It was National Theatre Supply Co. in Cleveland. A little later, Mr. Gehring returned the call to say he had talked with Frank Massek, manager of National Theatre Supply Co. in Cleveland and that Mr. Starner could have the lenses on his own terms.

Terms Most Reasonable

"This is positively true. The terms are astounding and could be more generous than Mr. Starner requires. Furthermore, they have absolutely nothing to do with the price of Twentieth Century-Fox pictures. It is entirely conceivable that Mr. Starner could install lenses assisted by Twentieth Century-Fox and never play a Fox picture. In view of Mr. Gehring's statements to the Milwaukee convention and his interest in this exhibitor, this is highly unlikely, however.

"So we accord a salute to Twentieth Century-Fox and an accolade as well to Earl Starner, who has enough faith in the future of this industry to shoot for the best in his community."

Uphold Atty. General In Hub-Censor Case

BOSTON, Nov. 23.—In the censorship case concerning the attack of the Brattle Theatre, Cambridge, on the constitutionality of the rights of the Commissioner of Public Safety to prohibit the Swedish film "Miss Julie" from playing the theatre on Sundays, Judge Cahill of the Middlesex Superior Court has sustained the demurrer filed by a respondent, Attorney General George Fingold. The effect of the judge's holding is to sustain the Attorney General's argument that the petition was insufficient as a matter of law. The judge, however, gave the attorneys for the Brattle Theatre an opportunity to file amendments.

Had Asked Invalidation

The petitioners, Brattle Theatre Co., operated by Cyrus Harvey, Jr., and Bryant Halliday, had asked the court for a declaratory judgment invalidating the existing Sunday Licensing Law in the Commonwealth. The petition was brought about when twice the theatre was turned down for Sunday licensing of the film, although it could and did play weekdays. The respondents, besides Fingold, are Otis M. Whitney, Commissioner of Public Safety, and City Manager of Cambridge John J. Curry. William C. Brewer of the Boston firm of Peabody, Koufman and Brewer is handling the case for the theatre while Arnold Salisbury represented the Attorney General.

Myerberg Plans to Produce in England

By Staff Correspondent

LONDON, Nov. 23. — Michael Myerberg is here setting up the British distribution by RKO-Radio of his puppet film "Hansel and Gretel."

He told newsmen that he plans establishing an organization and studio for producing his puppet films here. It would be completely independent of the American set-up, he said.

"Britain," added Myerberg, "possesses the special and curious talents I am looking for. You have some great people here for this kind of work, in which for the first time all the arts are involved. British craftsmen are the best in the world and the kind of talent we want is here."

Myerberg will probably bring over a few of his top technicians to begin with, but he aims at establishing an all-British unit.

He anticipates making live films here, but his immediate plans are to make "Aladdin" and "Pied Piper" in puppet form.

Moroni Olsen, 65

HOLLYWOOD, Nov. 23.—Moroni Olsen, 65, veteran stage and screen actor, was found dead in his apartment here, apparently from natural causes. Recent films which Olsen appeared in were "Long, Long Trailer," "The Washington Story" and "Samson and Delilah."

Harris Is Lining Up Amusement Industry Brotherhood Heads

John H. Harris, national chairman of the amusements division of the National Conference Brotherhood drive for 1955, has extended invitations to 27 industry leaders to assume chairmanships for the forthcoming campaign.

John Harris

Prominent figures whom Harris has asked to serve as national associate chairmen include: Jack Beresin, Philadelphia; Johnny Jones, Chicago; George Eby, Pittsburgh; M. A. Lightman, Memphis; Sam Pinanski, Boston; Sol Schwartz, Simon Fabian, Charles Reagan and Emanuel Frisch, New York; Robert J. O'Donnell, Dallas; Ted Gamble, Portland, Ore.; F. H. Ricketson, Jr., Denver; Rotus Harvey, San Francisco; Robert J. Wilby, Atlanta; Robert Hoff, Omaha, and Marc Wolf, Indianapolis.

All Branches Represented

Industry men who have been tendered posts as committee chairman are: Frank Folsom, television and radio; George Hoover, chairman, and George Eby, assistant chairman, motion picture theatres; Walter E. Green, theatre equipment and supplies; Jack L. Warner, for motion picture production; Gen. John Reed Kilpatrick, sports; Herman Robbins, accessories and theatre advertising; Max Gordon, legitimate theatres; Charles Bernes, restaurants and clubs; Jack Beresin, concessions; Jay Emanuel, trade publications, and Richard Walsh, labor.

Harris concurrently announced that a distribution chairman will be named shortly to succeed Charles Reagan, who served in that post during the 1954 Brotherhood drive.

Disney UK Officials Arriving Here Friday

A group of executives of Walt Disney Film Distributors, Ltd., the Walt Disney distribution subsidiary in the United Kingdom, will arrive here from London on Friday, for a series of home office talks and executive meetings. In the visiting contingent will be Cyril Edgar, sales supervisor; Cyril James, treasurer, and Arthur Allighan, director of publicity.

The British executives will confer with Leo F. Samuels, general sales manager of Buena Vista, and Ned Clarke, foreign sales manager, on promotion and distribution plans for "The Vanishing Prairie," and "20,000 Leagues Under The Sea." Discussions on the Walt Disney product schedule for the coming year also will be held.

While here, the executives will attend a special screening of "20,000 Leagues Under The Sea."

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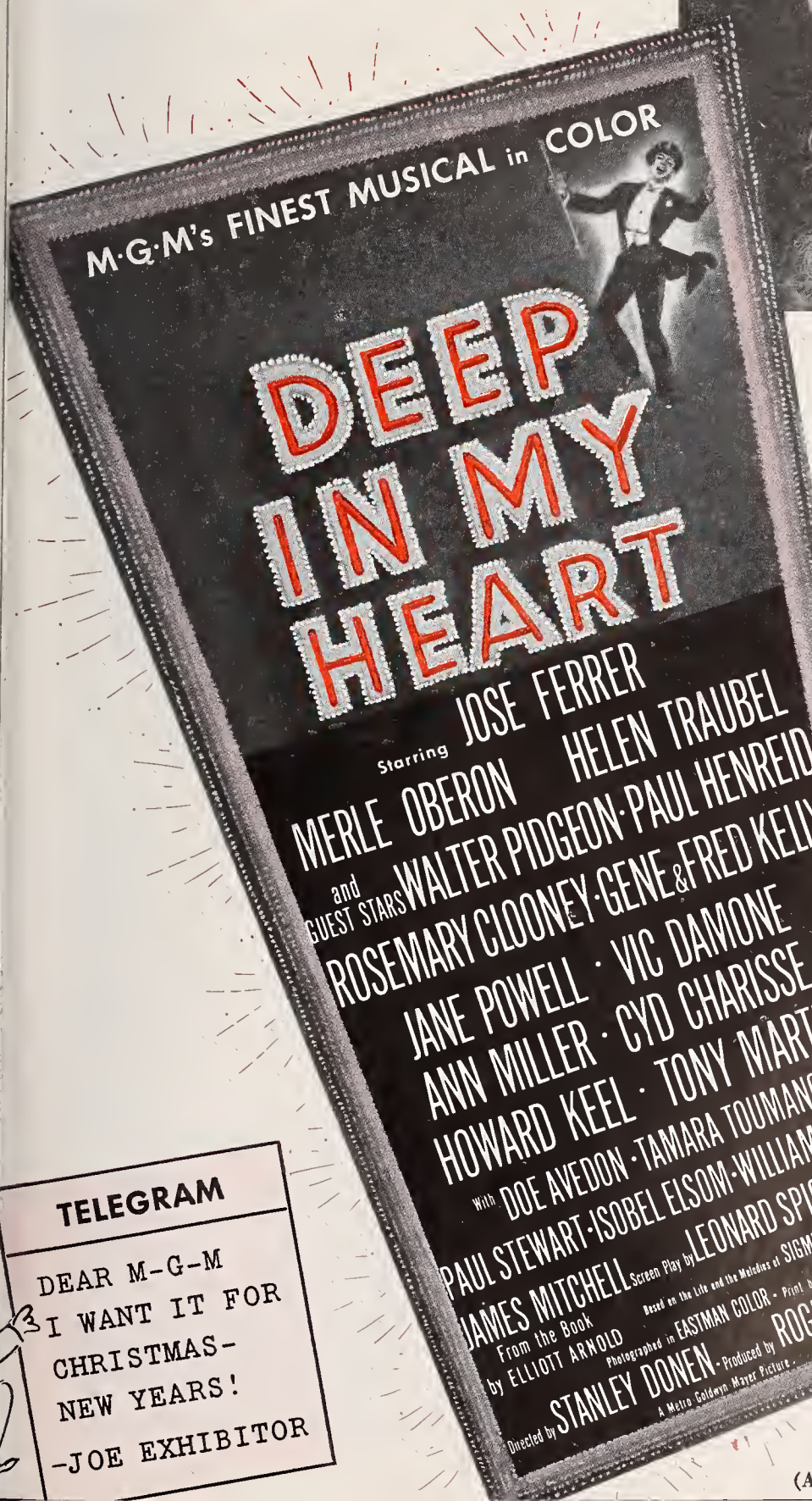
GET READY TO PLAY SANTA CLAUS!



TELEGRAM

DEAR M-G-M
I WANT IT FOR
CHRISTMAS-
NEW YEARS!
-JOE EXHIBITOR

"DEEP IN MY HEART" had its first public preview in New York this week at Loew's Lexington. Wow! is the word for it!

East or West, the public loves it. In Los Angeles the Preview response cards, for the first time on record, were "100% Recommended"! And in New York it was equally sensational. They applauded during the picture, they acclaimed it at the end. When they do that, you know you've got an attraction!

M-G-M has delivered many important money hits to theatres at holiday time in past years, but never have we offered an entertainment so perfectly suited for Christmas-New Years presentation!

Aptly called "The Musical With A Heart," it is a beautiful love story that follows a celebrated composer's career along the rocky road to fame. You will truly be Santa Claus to your patrons when you play "DEEP IN MY HEART," the Big Holiday Attraction, spangled with stars, song hits, spectacle—all in glorious color.

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)

People

Ethel Croog, secretary to **Edward L. Kingsley**, of Kingsley International Pictures Corp., will be married on Dec. 19 to Harry Millstein. She will terminate her association with the Kingsley organization today.

¤

Arthur Kany, motion picture and drama editor of the Dayton, O., Journal-Herald, is in a Dayton hospital suffering from serious injuries as the result of an automobile accident in which his wife was killed. **Howard Kany**, a son, is attached to the CBS News Bureau in New York.

¤

Robert Wile, secretary of the Independent Theatre Owners of Ohio, was the principal speaker at a meeting of the Solon, O., Lions Club last week and showed three short subjects produced by the Motion Picture Association of America.

¤

Don Hassod, formerly assistant manager of Evergreen's Fox Theatre in Portland, Ore., has joined U. S. Color Co. as assistant to Dean Child.

¤

Chuck Charles has been named city manager for the Jesse Jones theatres at Sweet Home, Ore.

¤

Richard Smyth has been appointed treasurer at the Paramount, downtown UPT South Buffalo community house. Smyth replaces **Leonard J. Warchol**, who resigned because of ill health. Smyth was formerly employed in various capacities, starting as usher, at the Seneca, UPT South Buffalo community house. **Robert Cecil**, doorman at the Seneca, takes over Smyth's post there as assistant manager.

¤

Dave Richards, former manager of the El Capitan Theatre in San Francisco, is now managing the Turlock Theatre, Turlock, Calif.

Farewell Party for MGM's Workman

MINNEAPOLIS, Nov. 23.— More than 250 film row colleagues as well as business, civic and fraternal leaders of the city gathered here last night to pay tribute to W. H. (Bob) Workman, MGM's Minneapolis branch manager, who will retire this month after 38 years with the company.

Present to honor Workman were Ed Saunders, MGM assistant general sales manager, and Burtis Bishop, Jr., Midwest sales manager from Chicago. Among the large stack of telegrams from well-wishers was one from F. Handley Paige, British airplane manufacturer, with whom Workman was associated during the first World War.

Paramount Schedules Int'l Promotion Meet

(*Continued from page* 1)

exploitation, will preside over all meeting sessions. Y. Frank Freeman, Paramount vice-president in charge of the studio, and Don Hartman, executive producer, will address the meeting.

In addition to Pickman, the home office contingent at the week-long merchandising gathering will include Sid Blumenstock, assistant national director of advertising, publicity and exploitation and advertising manager; Herb Steinberg, national exploitation manager, and Burt Champion, home office publicity manager. Teet Carle, studio publicity manager, will head the group of studio promotion representatives who will attend.

Paramount overseas operations will be represented by Tony Reddin, director of advertising, publicity and theatres in England, and Odette Ferry, promotional liaison for Continental Europe, as well as Paul Ackerman, director of advertising, publicity and sales promotion for Paramount International. Also representing the foreign field will be Al Deane, manager of the Paramount International department of censoring and editing.

Complete determination of details concerning general release of Irving Berlin's "White Christmas," the first picture in VistaVision, and Hal Wallis' newest Dean Martin-Jerry Lewis comedy film, "Three Ring Circus" also in VistaVision, is one of the items on the meeting agenda.

Branch cities will be represented at the meeting by the following field merchandising representatives: Leonard Allen, Charlotte, Jacksonville and Atlanta; Pete Bayes, Denver and Salt Lake City; Robert Bixler, Dallas, Oklahoma City, Memphis and New Orleans; Robert Blair, Los Angeles and San Francisco; Ralph Buring, Cincinnati and Pittsburgh; James Castle, St. Louis and Kansas City.

Also, E. G. Fitzgibbon, Chicago, Milwaukee and Minneapolis; Dave Friedman, Indianapolis, Des Moines and Omaha; Leonard Gray, Detroit and Cleveland; Walter Hoffman, Seattle and Portland; Arnold Van Leer, Boston and New Haven; Edward J. Wall, Albany and Buffalo; Mike Weiss, Philadelphia and Washington. Win Barron will represent Paramount's Canadian promotion forces.

'Show Business'

(*Continued from page* 1)

Mitzi Gaynor, is a 20th Century-Fox production in CinemaScope and color by DeLuxe, and will open at the Roxy Theatre before the Christmas holidays.

All proceeds from the premiere, which will be a Broadway highlight of the Yuletide season, will be turned over to the Actors' Fund. Allied organizations which also will be aided by the "Show Business" premiere include the Episcopal Actors' Guild, the Catholic Actors' Guild, the Jewish Theatrical Guild, the Negro Actors' Guild, the Lambs Welfare Fund and the American Theatre Wing, it was pointed out by Vincent.

Canada Council Gets Small-Exhibitor Plea

Special to THE DAILY

TORONTO, Nov. 23. — Chairman A. J. Mason of the Motion Picture Industry Council of Canada today made a strong plea for the small exhibitors in this country in addressing the organization's annual meeting at the King Edward Hotel here.

Mason, who is a theatre owner of Springhill, N. S., and president of the Maritime Exhibitors Association, claimed that the road-showing of pictures at what he called unfavorable rental terms was ruinous to the subsequent-run or small-town theatre owners. He contended that no small exhibitor on this continent could survive by paying 50 or even 35 per cent of gross revenue for product.

Chairman Mason also urged standardization of the theatre equipment for new techniques to relieve the perplexity of theatre owners.

C. J. Appel announced in his report on public relations that a group of 12 national societies, representing women's educational, religious and patriotic bodies, had started to issue a periodic list of recommended features after viewing them at the film exchanges, J. J. Fitzgibbons expressed the view that these bulletins should be placed in the hands of all exhibitors, managers and newspapers.

Acquires 'Desert Storm'

Gilbralter Motion Picture Distributors has acquired U. S. rights to "Desert Storm," French film starring Dany Robin and Georges Marchal. The picture is dubbed in English and will be released through exchanges in key cities.

ARC Slates 8

(*Continued from page* 1)

is "The Fast and the Furious," a Roger Corman Palo Alto production starring Dorothy Malone and John Ireland. Scheduled for release this month is "Operation Malaya," a story of jungle warfare.

First of the eight releases for 1955 is "Five Guns West" in color starring John Lund and Dorothy Malone. Location shooting in Death Valley starts Nov. 29 under the direction of Roger Corman. Second 1955 release is "King Robot," science-fiction melodrama starring Lon Chaney, Bela Lugosi and Helen Gilbert, which starts production on Jan. 15, under the banner of Golden State Productions.

A third release, "The Day the World Ended," is now in preparation with special effects to be in production by January. This picture is slated to be in color and Vistarama.

Other releases set for delivery by American during 1955 are "The Beast From 1,000,000 B.C.," "War Cry," "One Mile Below," "African King," and "Johnny Big Gun," western in color.

American Releasing Corp. has been set up and financed by a group of independent southern California exhibitors. No exhibitor organization is involved, nor does American seek any tie-up with TOA or Allied, it was said.

Broidy

(*Continued from page* 1)

will be coordinated by general sales manager and national director of advertising-publicity. "In other words, I think our industry soon will be operated under a new system of merchandising specialists," he added.

Broidy also paid tribute to press agents, publicists and newsmen for contributing to the success of the film business.

Gleason Pulls $104,000

First week of the N. Y. Paramount Theatre's two-week stage show featuring Jackie Gleason and his TV troupe grossed $104,000, according to Robert Shapiro, executive director of the theatre. The picture is Warner Brothers' "Drumbeat." Shapiro said that bad weather conditions had held down the gross. The high for a stage show and picture at the house was the $135,000 take by Martin and Lewis and "Plunder of the Sun" more than a year ago.

CinemaLodge 15 Years Old

New York's Cinema Lodge of B'nai B'rith marked the 15th anniversary of its founding in 1939 before a large audience of members, guests and representatives of the entertainment industry at the Hotel Sheraton Astor here last night.

Alfred W. Schwalberg, first president and honorary president and generally credited with the chartering of Cinema Lodge, traced the accomplishments of the organization during the past 15 years through its fund raising on behalf of the B'nai B'rith agencies and the nationwide public relations job it has done on behalf of B'nai B'rith. He also traced the great advancements made since the founding of the Lodge in combatting organized anti-semitism.

Ten Past Presidents Honored

The 10 past presidents of Cinema Lodge were honored during the anniversary ceremonies and were presented with special B'nai B'rith menorah pins. David Hockey, representative of District Grand Lodge No. 1 of B'nai B'rith presented a special citation to president Burton E. Robbins for Cinema's fulfillment of its fund-raising quota during the past year.

Max E. Youngstein opened the evening by citing the success of the Lodge's 1954-55 fund raising drive through the sale of contribution share certificates. The winner of the 1954 Cadillac sedan which was awarded to one of the holders of the $25 contribution share certificates was Sid Nagler, of the Nagler sign shop.

The Reverend John Stanley Grauel, principal speaker of the evening, stressed the importance of Israel's independence to Americans of all faiths.

Mid-December Move For RKO Theatres

RKO Theatres will move to the Mutual Life Building at 1740 Broadway, here, by the middle of December from its present offices at 1270 Sixth Avenue. The maintenance and construction departments of the circuit have already occupied office space at the new quarters.

Britain's NFFC to Continue Group 3 Experimental Films

By Staff Correspondent

LONDON, Nov. 23.—Following a meeting between a deputation from the Producers' Association and the National Film Finance Corporation it was agreed that Group Three will be maintained as an experimental production unit.

This was the organization formed by NFFC and financed out of public money for the training, ostensibly, of novitiate technicians. A number of independent producers had complained that the Government financing of Group Three placed them in an unfair position.

But Sir John Keeling, the newly-appointed NFFC chairman, made it clear that a considerable modification will take place in the Group's production program during the next few months.

It will no longer have an annual program of a fixed number of films, but will produce films only when projects considered suitable for achieving the objects of the Group are found.

Producers also wanted to know the Finance Corporation's intentions in regard to British Lion and to terms under which future loans would be issued by the Corporation.

They were assured that in the interests of British producers it was felt desirable that there should be at least a third major distributing company of British films. But precise details of how the re-formed British Lion will operate did not emerge.

Loan Terms Under Consideration

Sir John also told producers that their representations on loan terms would be closely examined and born in mind in discussions between the government and the NFFC concerning the latter's future activities.

Jury at Theatre Sites In Mass. 'Trust' Suit

BOSTON, Nov. 23.—In an unusual move in the Commonwealth, the jury panel sitting on the anti-trust suit of the Victoria Amusement Corp. was driven to the city of Lawrence to view the locations and types of theatres involved in the case. At the instigation of some of the defendant distributors, it was agreed by all involved that the jury would receive a clearer impression of the subject matter if they were taken to the exact spots of the theatres mentioned.

The suit is a $3,000,000 anti-trust damage suit brought by Victoria Amusement Corp., operating the State Theatre, Lawrence, against a group of exhibitors and the major distributors. It is being heard before Judge Sweeney and a jury in the Federal District Court.

The complaint alleges that prior to 1947, the defendants conspired to restrain trade, maintained a uniform system of runs, clearances and admission prices and declined to contract for or to deliver films to the plaintiff except in accordance with that system.

The $3,000,000 sought is three times the amount of actual damages sustained by the plaintiff by reason of the defendants' violations of the anti-trust laws, the complaint stated.

The case is continuing. George S. Ryan is the attorney for the plaintiff.

'Too Early' Says Davis

(*Continued from page 1*)

direction could be taken until free convertibility of sterling had been restored.

When that happens, Davis said, individual decisions would be made as to whether theatres should be acquired outright or partnerships should be purchased. He also indicated that considerable care would be exercised to obtain properties only where British films could reasonably be expected to be presented profitably.

Davis denied reports that he is here to discuss a co-production deal with Republic. The only tie between Rank and Republic at this time, he said, is a deal by which the latter acquired five pictures from Rank for distribution.

He said he had no comment to make at this time on the status of British films, particularly Rank's, in this market while American exhibitors are complaining of a serious product shortage. Davis said he will return to New York Nov. 30, at which time he will check on playing time currently being given British product, and will learn then whether there has been any change in the situation, which he and Rank heretofore have regarded as unsatisfactory.

CEA Endeavors to Overcome Defections

By Staff Correspondent

LONDON, Nov. 23. — Continuing efforts are being made here to bring the J. Arthur Rank and Sol Sheckman theatres back into the Cinematograph Exhibitors Ass'n fold from which they resigned recently.

One such is the suggestion that a new salaried office be created, the incumbent of which would serve the combined associations of the industry. That is a reflection of a proposal which Rank made some years ago when he envisaged his R.E.P.—Renter-Exhibitor-Producer Committee.

Loophole Found

On the occasion of Rank's previous withdrawal from CEA a way out was found by withdrawing executive authority from Fuller personally and vesting it in the joint body of the Association's five officers.

The suggestion of a new office would, in the opinion of several responsible leaders of the industry, still further spread the executive power and CEA is exceptionally jealous of its autonomy. But current indications are that an ingenious formula of rapproachement will presently be arrived at.

Significant, however, is the fact that Fuller lately volunteered to sacrifice part of his salary in the present financial emergency of CEA, but the finance committee would have none of that.

Confidence in Fuller Expressed

As reported earlier, following a meeting of past presidents of the CEA accompanied by ABPC's Sir Philip Warter and D. J. Goodlatte, the Association's general council adopted a resolution expressing "complete confidence in the general secretary"; Walter R. Fuller.

Rosen, Knowles Quit Cinerama in Minn.

MINNEAPOLIS, Nov. 23. — Al Rosen, managing director of the Cinerama Theatre here, and William Knowles, house manager, have resigned. No successors have been named but, meanwhile, division manager Frank Upton is in charge of the local operation.

Ohio Paper Ups Ad Rate

COLUMBUS, O., Nov. 23.—Effective Feb. 1, advertising rates in the morning "Ohio State Journal" will be advanced one cent to 22 cents a line.

U.K. 'Break-Figure' Dispute Nears End

By Staff Correspondent

LONDON, Nov. 23.—The future of the break-figure dispute will be decided at a meeting between the officers of the Kinematograph Renters Society and Cinematograph Exhibitors Association in the course of the next few days.

This follows the last meeting of the KRS council and a letter which was sent by the society's president, Sir David Griffiths, to W. R. Fuller of CEA which said:

"I was directed to inform you that the KRS in principal has agreed to be guided by the advice tendered by Mr. Salmon in his report dated Oct. 14.

"Until such time as the appropriate unanimous resolution recommended by Mr. Salmon has been passed by the joint CEA-KRS committee, the Society's existing break-figure resolution of March 8, 1951, will remain in full force and effect."

The reference to "the appropriate unanimous resolution" relates to a passage in Salmon's "advice" in which he says: "This difficulty can and should in my view be met by the joint trade committee passing a unanimous resolution that any exhibitor desiring a revision of a break figure contract shall at the opening of the negotiations with the renter concerned disclose certified figures in support of his contention that the proposed revision will not have the effect of passing any part of the Eady levy on to the renter."

Both sides are confident that full agreement will be reached at the coming meeting.

Gualino to Discuss French Film Release

Dr. Renato Gualino, president of the I.F.E. Releasing Corp., will meet with John McCarthy of International Affiliates, and George Lourau of Filmsonor, S. A., this week to discuss the distribution of French films in the United States.

The board of directors of Italian Films Export confirmed reports that the company may eventually distribute films of any nation, as well as those of Italy, in the domestic market, as reported exclusively in MOTION PICTURE DAILY on Nov. 12.

Gualino, who is expected to return to Rome over the weekend, is meeting with I.F.E. executives here. The discussions with McCarthy and Lourau will take place as soon as Lourau arrives in New York from France.

UK Exhibitor Head's Theatre Fined for Quota Act Breach

By Staff Correspondent

LONDON, Nov. 23. — Associated Towers Cinemas of Leeds, of which Claude Whincup, president of the Cinematograph Exhibitors Association, is a director, was fined £5 ($14) and ordered to pay £10 ($28) costs for violation of Britain's first feature Quota law at the Opera House, Ripon, during period beginning Oct. 1, 1951.

A similar summons in respect of second features was dismissed.

The prosecuting attorney for the Board of Trade said that instead of the prescribed percentages of 30 and 25, respectively, of first and second features the theatre had shown percentages of 17.6 and 18.1.

Defending counsel told the bench of justices that some of the British films offered to Whincup were three years old and had already been seen in nearby Harrogate and Leeds, adding: "You are asked to say it was commercially practicable to show them in Ripon. If Mr. Whincup had shown this rubbish he might have complied with the quota but he might have shown a financial loss also."

The nominal nature of the fine and the negligible amount of costs is taken here as clear indications of where the sympathy of the justices lay. The general feeling is that Whincup's offence was a technical one and that the Board of Trade was wasting public time and money in launching the prosecution.

Schine Plea for Data Objected to by Gov't

BUFFALO, Nov. 23.—The government today asked Federal Judge John Knight to quash a subpoena relating to the pending contempt of court charges against the Schine Chain Theatres and other corporations and individuals.

The subpoena, by the Schine interests, seeks to compel the government to produce certain documents for examination by the defendants in the contempt of court action which is scheduled to go on trial Monday.

Joseph E. McDowell, Government attorney, told Judge Knight that the subpoena requires the government to "produce virtually everything in the files of the department of justice that is revelant or may be revelant to issue in this case." He contended that the request is too broad.

Defense attorney Frank G. Raichle, however, argued that the information contained in the documents should "in all fairness" be made available by the government to the defendants.

Judge Knight reserved decision.

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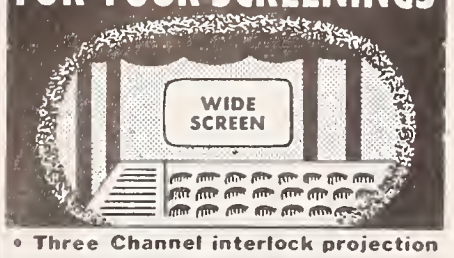

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National Pre-Selling

"THE BAREFOOT CONTESSA" received a substantial plug in the December issue of "Redbook." A full color photo of Ava Gardner and Humphrey Bogart, stars of this new Joseph L. Mankiewicz picture accompanies the review of "Contessa" in the issue. The review is sufficiently up-beat, so that theatre managers can have "blow-ups" made for their 40 x 60 easels or for lobby shadow boxes.

"Contessa" was selected as a "Redbook's," Silver Cup candidate for December.

•

"Woman's Home Companion" has devoted an entire page in the December issue to the review of U.I.'s "Sign of the Pagan." Seven photographs taken on the production sets illustrate the review. "The Pagan" is a story of Attila the Hun who lived in the Fifth Century.

•

"Look" selected Irving Berlin's "There's No Business Like Show Business," as the "movie review of the week" for the current issue. A photo of the cast's stars, Ethel Merman, Marilyn Monroe, Donald O'Connor, Mitzie Gaynor, Johnnie Ray and Dan Dailey, highlights the review.

•

"Life," in the current issue, reviews two films based on the life of Napoleon Bonaparte. The American one, "Desiree," produced by 20th Century-Fox and starring Marlon Brando, highlights the Napoleonic romances. The French film, produced by Sacha Guitry and starring Orson Wells and Danielle Darrieux, titled "Napoleon," concentrates on the military angle. Theatre managers can use quotes from views of these films in their programs or in lobby displays.

•

Correction: In the last National Pre-Selling column, "A Star Is Born" was mentioned as "Seventeen's" picture of the month for November. The correct month is December.

•

An unusual series of fan magazine cover "breaks" has been garnered by Warner Bros., for its forthcoming release of "Young at Heart," with cover photos of Doris Day and Frank Sinatra, who co-star in the film, to appear coincident with the picture's national distribution date. Magazines set to devote covers to the "Young at Heart" stars are Photoplay, Screen Stories, Movieland, Hollywood Stars, Movie Life, Movie Fan, Compact, TV and Movie Screen, Movie World and News Magazine.

•

The last installment of the "John Wayne Story" will appear in Sunday's "American Weekly." Wayne's next films for release are "The Conqueror" and "Tundra."

•

The sixth annual motion picture number of the "New York News" Coloroto Magazine, will be published next Sunday. Fifty-nine films will be featured, most of which will be represented in color. These, shown in color, are "The Silver Chalice," "Desiree," "The Bridges of Toko-Ri," "East of Eden," "Battle Cry," "20,000 Leagues Under the Sea" and "Romeo and Juliet."

WALTER HAAS

NT and DJ

(*Continued from page* 1)

the second round of talks between NT and Justice Department officials. Following the first round of talks, Bertero expressed optimism that the Justice Department, realizing the current product situation, would relax the company's consent decree. However, this optimistic note was tempered by a conflicting statement from a Justice Department spokesman in Washington forecseing no relaxation of the decree.

Under the Paramount consent decree, American Broadcasting-Paramount Theatres can enter the production and distribution of motion pictures, Leonard Goldenson, AB-PT president stated here yesterday.

'Considering,' Says Goldenson

Goldenson, invited to comment on the move of NT to resume negotiations with the Department of Justice, was asked whether AB-PT contemplated a similar step. In response the AB-PT president reaffirmed his company's contention that its consent decree does not bar it from entering production. Goldenson also reiterated that his company is "considering" whether to go into production to aid the product situation, although he declined stating definite plans.

Tax Appeal

(*Continued from page* 1)

amusement tax suit against the City of New York.

The suit, No. 477 on the docket, is expected to hold interest to New York City exhibitors because the next tax payment is due on Dec. 20. Exhibitors had received court permission to withhold the tax breakage from the City Tax Collector under a temporay injunction order issued until a determination of the appeal.

The local theatremen's appeal is based on the contention that the city amusement levy of five per cent exceeds the authorized tax as allowed under the State Enabling Act of 1947 and that it contradicts a prior Administrative Code provision.

Goldwyn Studio

(*Continued from page* 1)

days and the studios will be auctioned within 60 days, according to attorneys Jacques Leslie for Miss Pickford and Loeb and Loeb's Herman Selvin for Goldwyn, thus ending a five-year litigation.

Nourse handed down an opinion holding that practically nothing of the machinery at the studios be included in the sale of the property, overruling the Pickford attorneys, who held that all projection, sound, machinery and mill equipment is part of the real estate. Certain minor fixtures are conceded to be part of the common property.

The sale will be on a "bare bones" basis rather than as an operating studio.

Elia Kazan Signed to Long-term WB Deal

HOLLYWOOD, Nov. 23.—Jack L. Warner today announced completion of a deal with Elia Kazan to produce and direct a series of important films over a long-term period for Warner Brothers.

NT Meet to Stress 'Showmanship'

HOLLYWOOD, Nov. 23. — "Showmanship" will keynote the first divisional conference of National Theatres, under its new president, Elmer C. Rhoden, who will start the three-day meeting on Nov. 29 at NT's home office in Los Angeles. Among 86 executive heads of all departments from 21 states served by NT who will attend are John B. Bertero, Edwin F. Zabel, Alan May, Frank H. Ricketson, Jr., and Richard Brous, also theatre operating executives M. Spencer Leve, James Runte, William Thedford, Robert W. Selig, Senn Lawlor, William Moclair, Dave Idzal, Harold Seidenberg and Gordon Hewitt.

3-Week Bankruptcy Stay for Glowmeter

Special to THE DAILY

BUFFALO, Nov. 23. — A three-weeks' stay in bankruptcy proceedings involving the Glowmeter Corp., North Tonawanda, while the directors try to raise $75,000, has been ordered by Federal Judge John Knight, who has granted the request of attorneys for Glowmeter, manufacturers of motion picture screens, for an adjournment until Dec. 15, despite objections of attorneys for eight former employees who claim they are owed some $4,500 in back wages.

Attorney for Glowmeter told the court that the original program, disclosed after the corporation filed a petition for reorganization under Chapter two of the Federal Bankruptcy Act, called for an eight-week production test period during which it would be determined if the corporation could remain in business. Attorneys said that it was discovered that products manufactured during this period were not acceptable to the trade and that further work must be done.

Trying to Raise $75,000

"We are asking an additional three weeks to attempt to raise $75,000 or $80,000," declared a Glowmeter attorney. "We therefore ask the court to hold this matter until Dec. 15."

A representative of Radiant Mfg. Co. of Chicago, described as the principal creditor of Glowmeter and distributing corporation agent, stated that his concern is willing to go along with the three-week adjournment. Glowmeter is trying to develop a process in screen manufacture that is revolutionary, the court was told, and is on the brink of discovering an important item.

"I'll hold this matter for three weeks," Judge Knight ruled. "It seems that some effort is being made to pull this thing out, and I think we should give them a little time."

Says Col. Sells 3 Specials 'Flat' Now

COLUMBUS, O., Nov. 23.—Members of the I.T.O. of Ohio have been advised that Columbia is now selling "From Here to Eternity," "The Caine Mutiny" and "On the Waterfront" flat in smaller situations.

The information is attributed to Allied States' Emergency Defense Committee.

'U' Meeting

(*Continued from page* 1)

and publicity executives and representatives of Empire-Universal of Canada, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager.

Following the studio meetings, the division sales managers will hold a series of district sales meetings with their district managers, branch managers and salesmen participating and with a promotional executive scheduled to attend each of these seven individual meetings, it was further announced by Feldman who stressed that the combined studio conference and division-district managers meetings would have the full impact of a large scale sales convention in reaching every member of the Universal sales organization with the company's forthcoming releasing and promotion plans for the coming year.

Top Officials to Attend

Universal executives from New York and California who will participate in the week-long sales conference at the studios are Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production; Adolph Schimel, vice-president and general counsel; David A. Lipton, vice-president; James Pratt, executive manager of the studio, and Maurice A. Bergman, Eastern studio representative.

Feldman will preside at the meetings and head the sales contingent which will include Ray Moon, assistant general sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; P. T. Dana, Eastern sales manager; Foster M. Blake, Western sales manager; James J. Jordan, circuit sales manager; Harry Fellerman, sales head of the U-I special films division; Irving Sochin, short subjects sales manager, and F. T. Murray, manager of branch operations and maintenance.

District sales managers who will participate are P. F. Rosian, Cleveland; Joseph Gins, Boston; Manie M. Gottlieb, Chicago; Lester Zucker, Kansas City; Barney Rose, San Francisco; James Frew, Atlanta; Henry H. Martin, Dallas, and David Levy, New York.

Canadians Expected

A. W. Perry, president of Empire-Universal which distributes Universal's pictures in Canada, and Mark Plottel, sales manager, will attend.

Americo Aboaf, foreign general manager; Ben Cohn, assistant foreign general manager, and Fortunat Baronat, foreign publicity director, will also attend the meetings.

Charles Simonelli, Eastern advertising and publicity department manager, Philip Gerard, Eastern publicity manager, and Jeff Livingston, Eastern advertising manager, will attend from New York as will Robert Gillham, vice-president of Cunningham & Walsh, Universal's advertising agency.

Sell Stanley Here

The Stanley Theatre, a constant outlet here for the exhibition of Soviet films, has been sold to Irving Maidman, investor and builder. He has assembled a parcel of property which includes the theatre for the purpose of altering the structures for a large banking institution.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 101 NEW YORK, U.S.A., FRIDAY, NOVEMBER 26, 1954 TEN CENTS

Asks Extension

NT Has Less Than 10 Units Yet to Divest

Expects to Be Down to 4 or 5 By End of Year

WASHINGTON, Nov. 25. — National Theatres has asked the Justice Department for another extension of its divestiture deadline.

The present deadline for the theatre chain to complete its divestiture under the consent decree is Dec. 7. When it got its last extension on June 7, it had some 17 theatres and properties still to get rid of.

The request for another extension was put before the Department in two days of meetings by John Bertero, vice-president of National Theatres and president of Fox West Coast Theatres. He was accompanied by F. W. Pride of Dwight, Royall, Koegel and Caskey and by West Coast attorney W. B. Carman.

Pride said he expected the circuit

(*Continued on page 6*)

Brandt Lauds Allied, Hits Myers' Role

Harry Brandt, president of the Independent Theatre Owners Association of New York, in a letter to Ben Marcus, president of Allied States, which was released to the trade press by Brandt on Wednesday, expresses gratification that Allied will participate in the industry meetings proposed recently by Al Lichtman, director of distribution for 20th Century-Fox.

Brandt, replying to an earlier letter from Marcus, took exception to the latter's contention that Abram Myers, Allied chairman and general counsel, "has contributed more than any other individual during the past 25 years to

(*Continued on page 3*)

50% of Lawler Estate To W. Mass. Theatres

HARTFORD, Nov. 25.—Western Mass. Theatres, Inc., headed by Samuel Goldstein, has acquired a 50 per cent interest in the Lawler Estate, which includes the Lawler Theatre and adjoining properties in Greenfield, Mass., and the Amherst Theatre, Amherst, Mass.

Washington to Consider Special Tax On Theatre TV Showings of Fights

WASHINGTON, Nov. 25.—The District of Columbia government has agreed to consider the possibility of putting a special tax on theatre television showings of major boxing events.

The idea would be to use the money to bolster funds for the local boxing commission. District Commissioner Samuel Spencer said he feels such a study is in order. He made the statement after hearing a plea for more funds from Col. Harvey L. Miller, chairman of the boxing commission. Miller told the Commissioners that many cities put a special tax of as much as five per cent on such admissions.

Milton Pickman To Head DCA's Production Post

HOLLYWOOD, Nov. 25.—Milton E. Pickman has been named executive in charge of production for Distributors Corp. of America by Fred Schwartz, DCA president.

Pickman recently concluded a two-year contract with Columbia as one of the studio's top production men. Previously, he was vice-president of the Wald-Krasna RKO Production Co., before negotiating the purchase of the Wald-Krasna stock interest by Columbia, resulting in Wald-Pickman assuming executive production functions at Columbia.

He will start immediately on his new job, supervising the completion of the DCA co-production film "Finian's Rainbow." Meanwhile, it was learned that DCA here is scouting for a building to house its production and West Coast Distribution activities.

Eidophor Model Now Is Expected Before Year End

The commercial prototype of the Eidophor color theatre television equipment is expected to be ready before the end of the year, it was learned here from an authoritative 20th Century-Fox spokesman.

The spokesman, discounting reports of an early demonstration of the equipment within days, said that 20th-Fox president Spyros P. Skouras will outline a program for Eidophor and a demonstration of the equipment after his return from Europe, expected in about another two weeks.

He said Swiss engineers are currently working out ways to correct a slight flicker by providing additional shielding in the prototype model, work on which has been going on for over a year. The prototype commercial model, the spokesman went on, is

(*Continued on page 6*)

Step Forward

Sales Heads to Meet Tues. on Lichtman Plan

See Agenda Problem for Proposed Parley Weighed

The proposal to hold a round-table industry trade conference will be presented to company sales managers Tuesday by Al Lichtman, 20th Century-Fox distribution director and author of the plan.

The presentation, it was learned, will be made at a meeting here of the sales managers committee of the Motion Picture Association of America.

A committee source, underlining the importance of Tuesday's meeting, said that all sales managers are expected to be present to hear Lichtman outline his plan. The Lichtman project, initially disclosed at the recent meeting of the Council of Motion Picture Organizations, calls for a conference of company presidents, sales managers and exhibition leaders in the near future on industry problems.

It was held likely that the sales

(*Continued on page 6*)

File $10,000,000 Boston Trust Suit

BOSTON, Nov. 25.—An anti-trust case seeking damages which, when trebled, amount to $10,000,000 has been filed in Federal District Court here by Jean C. Campopiano, owner and operator of the Capitol Theatre, Lawrence, Mass. The suit is directed against the Stanley Warner Co., Massachusetts Warner Theatres, Empire Amusement Co., Roland and Harold Siskin who own theatre property in Lawrence;

(*Continued on page 3*)

Arthur L. Mayer Says

Present Industry 'Follies' May Create Charity Seekers

TORONTO, Nov. 25.—Asserting that he would say disagreeable things about some thoroughly agreeable people, Arthur L. Mayer, president of the Independent Motion Picture Distributors Association of America, disected the problems of exhibition, distribution and exhibition at a luncheon meeting of the Motion Picture Theatres Association of Canada here today.

Arthur Mayer

The industry has come through its period of greatest emergency with flying colors, but however, it has fallen into a prev-

(*Continued on page 6*)

Set Music Fees for Canadian Theatres

OTTAWA, Nov. 25.—Composers, Authors and Publishers Association of Canada, Ltd., has filed statements of all fees, charges or royalties which it proposes during the next calendar year, including an annual fee of 10 cents per seat for theatres of 499 seats and under, 12 cents for 500 to 799 seats, 15 cents for 800 to 1,599 seats, and 20 cents for 1,600 seats and over.

Theatres operating three days or less per week shall pay one-half of the above rates. Minimum fee is $10.

Admission Prices Continue to Rise

WASHINGTON, Nov. 25. — Theatre admission prices continued to rise in some cities between mid-September and mid-October, the Bureau of Labor Statistics reported.

The Bureau released its consumer price index for the month to mid-October. The report said that "reading and recreation costs rose as movie admission charges and newspaper prices increased in a few cities."

Personal Mention

CHARLES J. FELDMAN, Universal Pictures vice-president and sales manager, left New York yesterday for California.

•

WILLIAM MOCLAIR, managing director of the Roxy Theatre here, will leave over the weekend for Los Angeles to attend the National Theatres convention there.

•

JACK P. HARRIS, film buyer for Walter Reade Theatres, has left New York with MRS. HARRIS for the Virgin Islands.

•

LEON ROTH, publicity coordinator for United Artists on the West Coast, will arrive in New York on Monday from Hollywood.

•

RAY MOON, Universal Pictures assistant sales manager, will leave here today for New Orleans, Houston, San Francisco and Los Angeles.

•

PINKY SOBER, of the M-G-M legal department, is in Miami from New York.

•

JOEL BEZAHLER, of the M-G-M sales department, will return to New York today from a vacation in the South.

•

ED GOLLIN, Filmakers Eastern publicity representative, will leave New York today for the Coast.

•

JOHN C. DE WAEL, director, will arrive in New York today from Europe aboard the "Ile de France."

•

JAY EISENBERG, legal liaison for M-G-M's distribution department, has returned to New York from Miami.

•

ARTHUR L. MAYER will return to New York today from Toronto.

•

MICHAEL MYERBERG, producer, returned here yesterday from London.

Denies Judgment in Hempstead Action

A motion for a summary judgment was denied here Wednesday by New York Supreme Court Justice Henry Clay Greenberg in the suit filed a year ago by the Hempstead Theatre Corp. and four other companies against Metropolitan Playhouses, Skouras Theatres and Circuit Vendors.

The plaintiffs, which had leased their theatres to Metropolitan, charged that Circuit Vendors had discriminated against them in favor of the Skouras houses in paying the full amount of percentages due them on concession sales under an agreement.

Justice Greenberg ruled that the claims of the plaintiffs did not exist.

DeMille to Coast

Cecil B. DeMille will leave New York for Hollywood tomorrow after a brief stop-over following his return to this country from Egypt, where he completed location shooting of "The Ten Commandments," in VistaVision.

H-63 to Occupy New Offices

Home Office Employees Union, Local H-63, IATSE will occupy new office space at 752 Eighth Avenue here, during the middle of December. The motion picture white collar union is presently located at 1674 Broadway.

GPE May Control Griscom-Russell

General Precision Equipment Corp. and the holders of approximately 80 per cent of the outstanding preferred and common stock of Griscom-Russell Co. of Massillon, O., have agreed upon terms for an exchange of stock which, if consummated, will result in the acquisition of control of Griscom-Russell by GPE.

Griscom-Russell, founded in 1912, is a manufacturer of heat transfer equipment and water purifiers for the petroleum, power and chemical industries and for naval and merchant ships.

Expected by End of Year

According to a joint announcement by Hermann G. Place, GPE president, and T. Kennedy Stevenson, chairman of the executive committee of Griscom-Russell, the exchange, if consummated, is expected to be completed about the end of the year.

Under the exchange offer, one share of new cumulative $5 dividend GPE preferred stock will be issued for each preferred share of Griscom-Russell and 245/1000 of a share of GPE preferred and 245/1000 of a share of GPE common will be issued for each share of Griscom-Russell common received by GPE in the exchange. If all of the outstanding Griscom-Russell shares are exchanged, GPE will issue approximately 27,566 shares of its preferred stock and 20,034 shares of its common stock, it was said.

Publicists, UA to Open Wage Talks

As permitted under the present two-year contract between the Screen Publicists Guild and United Artists, which expires Dec. 31, 1955, a union committee will sit down with representatives of the film company on or about Dec. 1 to discuss upward revisions in wages.

SPG members will meet on Monday evening at District 65 headquarters here to formulate their demands for wage increases for advertising, publicity and exploitation personnel.

In event that no agreement is reached between the Guild committee and UA by Jan. 1, the matter will be submitted to arbitration automatically.

Brandon Dissolves

DENVER, Nov. 25.—Al Brandon has closed out his Brandon Pictures, independent distributors, and returned to selling for the majors. He has gone with RKO and will handle the northern district.

Makelim, in Travels, Sees Bright Future

HOLLYWOOD, Nov. 25.—Hal R. Makelim, on his return from confabs with Southern exhibitors on the "Makelim Plan," predicted that the next five years would be the brightest ever recorded by the film industry.

Basing his forecast on first-hand business observations during travels of several months and more than 75,000 miles, Makelim asserted that in his opinion, 1955 would return record profits to theatre men, producers, and distributors.

"Rising business activity," he commented, "is evident in all parts of the country and this should hearten us all. The only question is not when business will turn upward but how long and how far the general upswing will go. Theatre operators agree that consumer buying will move to higher levels in the new year."

Makelim added: "Only continued conflict between exhibition and distribution can prevent a banner year in 1955. If we show more patience and statesmanship, and seek seriously to adjust inequities, it would produce a climate for cooperation. The Makelim plan, in effect, has been designed to help accomplish this. What we need is more of the spirit 'live and let live.' It could well be a permanent industry policy and establish the unity by which the future prosperity can be achieved."

Probstein Acquires Fox Denver House

DENVER, Nov. 25.—With the acquisition of the Rialto from Fox Intermountain Theatres, Norman Probstein, Denver and St. Louis theatre owner, now has three theatres, one in each of the three blocks on Curtis Street.

Formerly boasting 12 theatres, the three blocks now have seven, with three making way for parking lots and two for store buildings, in the past 25 years or so. This leaves Fox Intermountain with nine theatres in Denver.

Extra Dividend by Can. Marcus Loew

OTTAWA, Nov. 25. — Marcus Loew's Theatres, Ltd., declared a regular quarterly dividend of $1 per share, plus an extra dividend of an equal amount on the common stock, both payable Dec. 31, to shareholders of record Dec. 10.

Net profit of company for fiscal year ended Aug. 25, is reported equal to $12.08 per share, compared with $12.56 in the previous year.

Extra United Dividend

OTTAWA, Nov. 25. — United Amusement Corp., Ltd., declared a dividend of 25 cents and an extra 15 cents on Classes A and B stock, both payable Dec. 15 to shareholders of record Nov. 30.

FPC Dividend

OTTAWA, Ont., Nov. 25.—Famous Players Canadian Corp., Ltd., declared 37½-cent plus 10-cent extra dividend on common stock for the quarter ending Dec. 31, payable Dec. 29 to shareholders of record on Dec. 3.

New Englanders Honor Pinanski at Surprise Luncheon

BOSTON, Nov. 25.—Samuel Pinanski, president of American Theatres Corp., was honored yesterday at a surprise testimonial luncheon at the Hotel Statler. Tribute to Pinanski was in recognition of his services and national leadership in the industry. More than 100 prominent New England executives and exhibitors were present at the affair when he was presented a wrist watch suitably inscribed as a memento of the occasion.

Nathan Yamins and Arthur Lockwood were co-chairmen of the luncheon. Speakers who paid tribute to Pinanski were Martin J. Mullin; Edward S. Canter, treasurer of ATC; Walter Brown, chief barker of the Variety Club of New England; Herman Levy, general counsel of TOA, Lockwood and Yamins.

Canter in Tribute

Canter was selected to make the gift presentation. He cited Pinanski as outstanding public servant in war and peace, sincere worker in humanitarian causes, loyal alumnus of his college and an untiring worker in the motion picture industry.

Pinanski was recently appointed honorary chairman of the board of directors of TOA and subsequently was named chairman of the newly founded Exhibitors Film Financial Group, Inc., an organization created to provide financing for independent production. He also serves as co-chairman of the governing tribunal of COMPO.

Theatre Burns

DENVER, Nov. 25. — The Gem, Campo, Colo., belonging to Bernard Newman, burned to the ground, leaving the town without films.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
Color by Technicolor - A Paramount Picture
and SPECTACULAR STAGE PRESENTATION

IN PERSON
JACKIE GLEASON
AND HIS ENTIRE TV CAST
ON SCREEN CINEMASCOPE · WARNERCOLOR
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Wm. Goldman Heads Phila. MPA Affair

PHILADELPHIA, Nov. 25.—William Goldman, Philadelphia exhibitor and producer, has been named general chairman of the Motion Picture Associates dinner committee, it was announced by Sam Diamond, president.

The dinner, a $25-a-plate affair, with proceeds going to the MPA welfare committee, will be held at the Bellevue-Stratford Hotel here on Jan. 18. Industry pioneers of the Philadelphia area will be honored at a special ceremony.

Vice-chairmen of the committee are: Lester Krieger, Stanley Warner Theatres; George Beattie, William Goldman Theatres; Lou Formato, district manager, Loew's, and Lester Wuertle, branch manager of Columbia.

Gene Gantz, city salesman for RKO Radio, will act as secretary of the committee and Shep Bloom, sales manager of 20th Century-Fox, is treasurer.

Sub-committees and their chairmen are: entertainment and decorations, Harold Seidenberg, general manager of Fox Theatre; invitations, Jack Greenberg, Greenberg Theatre Circuit; dais, Albert Cohen, attorney; tickets and seating, Charles Zagrens, branch manager of RKO and Mort Magill, branch manager of United Artists, co-chairmen; hotel, John Turner, district manager of United Artists; publicity, Milton Young, publicity director of Columbia; gifts and menu, Lester Wuertle, branch manager of Columbia, and trade papers, Mo Wax of "Film Bulletin."

Ida Koverman Dies; Was Aide to Mayer

HOLLYWOOD, Nov. 25. — Mrs. Ida B. Koverman, 78, died here yesterday of a heart ailment at her Hollywood home shared with two close friends, film writer Virginia Kellogg and Betty Rothschild. An M-G-M studio executive for 25 years, Mrs. Koverman served as executive secretary to Louis B. Mayer and for the past 15 years was public relations director at the studio with a broad scope of duties. She was born in Cincinnati.

Named executive secretary of the Calvin Coolidge presidential campaign 1924, Mrs. Koverman served in a similar capacity in the Herbert Hoover campaign of 1928, and was a delegate to three national GOP conventions.

Her civic life activity included membership on the board of directors of the Hollywood Bowl Association, the Hollywood Canteen, St. John's Hospital Guild, Business and Professional Women's Club and a trustee of the John Tracy Clinic.

Funeral services for the widow, with no close survivors, will be held at Pierce Brothers Beverly Hills Mortuary at 3 P.M. today.

Frank Freeman East

HOLLYWOOD, Nov. 25. — Y. Frank Freeman, Paramount vice-president and studio head, left here tonight for home office conferences in New York with Barney Balaban, president, on forthcoming production and releasing plans. He will return here next week.

Industry to Inspect Reade New Offices

Members of the film industry and trade press have been invited to inspect the Walter Reade Theatres' new headquarters at the Mayfair House in Oakhurst, N. J.

Reade said that a series of "open house" visits had been set for late November and early December, at which film distribution company executives, film company advertising toppers, supply and equipment dealer heads and members of the trade press would be invited to visit the new headquarters. Bus transporation has been arranged between New York and Oakhurst.

The Reade organization closed its offices in New York City and in Asbury Park late last August, and consolidated all "home office" personnel in a converted country estate in Oakhurst.

31 Italian Pictures Now in Production

A total of 31 Italian films, including co-productions, are currently being made in Italian studios or on location in and out of Italy, and in France, Spain, South America, Germany, Egypt, and French Equatorial Africa, IFE has reported.

Of the 137 films that went into production in Italy during the first 10 months of 1954, 127 were new Italian pictures, seven were suspended pictures resumed this year and three were American productions.

54 in Color

During this period, the Italian filmmakers completed 36 co-productions; 30 with France, two with Spain, two with Germany, one with Japan, and one with Egypt. Fifty-four color films were made including 24 in Ferraniacolor, 14 in Eastmancolor, 11 in Technicolor, three in Gevacolor, and two (American) in Warnercolor, IFE said.

Ed Grainger Selects Ist for RKO Release

HOLLYWOOD, Nov. 25. — "The Treasure of Pancho Villa," an original story, will be the first of a series of "A" films which Edmund Grainger Productions, Inc., will produce for distribution by RKO, it was announced by the independent producer and RKO.

Grainger is currently negotiating with Van Heflin and Gilbert Roland to enact the two male leads in the film, which will be photographed in Technicolor for Superscope release. Filming will begin early in February.

Second Grainger production for RKO release will be the James Street's "Oh, Promised Land," to star Alan Ladd. It will be filmed in Technicolor and CinemaScope. Filming is scheduled to begin in early April.

Gov't 'Secrecy' Hit By Schine Attorney

BUFFALO, Nov. 25.—The government's "ghost of secrecy" was condemned here by attorney Frank G. Raichle in Federal Court as he sought to have the government produce certain documents relating to Schine Chain Theatres, Inc., and other corporations and individuals. All are charged with civil and criminal contempt of court and will be tried before Judge Knight on Monday.

Says Failures Were 'Forgiven'

Raichle, representing the defendants, also told Federal Judge Knight that part of his defense in the trial, against charges that the defendants failed to abide by terms of a 1949 anti-trust decree, is that they were "forgiven" such failures when an extension of the decree was agreed to between the Schine interest and the government in 1952.

The discussion came during a motion by government attorney Joseph E. McDowell to quash a subpoena that would require the government to produce for examination by the Schine defendants a number of documents.

Review

"Trouble in the Glen"

(Republic Pictures)

PRODUCED in the Scottish Highlands in Trucolor by Consolidated, Frank S. Nugent's screenplay of Maurice Walsh's story, "Trouble in the Glen," does not measure up in stature to a previous Republic picture, "The Quiet Man," which was excellently received at the nation's box-offices. Despite capable acting performances by a cast headed by Forrest Tucker, Orson Welles and Margaret Lockwood, with veteran actor Victor McLaglen in a minor role, comparatively, this film is only slightly above program fare even though the tradition and characteristics of the Highlands are present, along with some romance, feuding and a little humor.

"Trouble in the Glen," which was produced and directed by Herbert Wilcox, is somewhat handicapped by a lack of action and an overdose of wordage in a slightly confused story line about a closed road which causes trouble among the inhabitants of the Glen. But it has a certain amount of charm that will register with the patrons. Victor Young's musical score adds considerably to the mood.

Welles closes a road which runs across his Highlands property after being affronted by the men of Glen Eachen. Tucker, an American soldier, returns to find the Glen literally up in arms over the affair and he tries to straighten out the trouble so that his little bedridden daughter, born of a World War II marriage, can see the road come to "life." For his efforts, Tucker runs afoul of the Tinkers, a band of road gypsies headed by McLaglen, has his pants stolen by Miss Lockwood while swimming in the loch, and engages, in the sole action sequence in this film, in a fist fight near the end of the film. When peace is restored to the Glen, Welles opens the road, Tucker's daughter drags herself out of bed to see the activity on the road and in her excitement overcomes her paralysis.

Others in the cast are John McCallum, Eddie Byrne, Archie Duncan, Ann Gudrun and Mary Mackenzie.

Running time, 91 minutes. General audience classification. Release, not set.

L. D.

Brandt

(*Continued from page* 1)

the welfare of the independent exhibitor and the industry as a whole."

"Lest my silence be construed as acquiescence," Brandt wrote, "I am compelled to answer. I must acknowledge that Mr. Myers, more than any other individual, is entitled to recognition for the following industry conditions:

"1. The elimination of block booking; 2. Divorcement; 3. Competitive bidding; 4. An absence of arbitration; 5. The threat of government regulation.

"Let each independent exhibitor search his conscience and ask himself how much the above-mentioned industry conditions have contributed to his welfare and then the achievements of Allied's general counsel will fall into their proper perspective," Brandt said.

Boston Trust Suit

(*Continued from page* 1)

James A. Donovan, owner of the Astor Theatre, Lawrence; Gene Ippolito, owner of the Central Theatre, Lawrence; Joseph Liss, district manager of Stanley Warner Massachusetts Theatres, and James M. Connolly, Northeastern division manager of 20th-Fox.

Other defendants are Spyros Skouras, Al Lichtman, Nicholas Schenck, Charles Reagan, Ben Kalmenson, Si Fabian and Harry Warner. The complaint alleges restraint of trade, monopolistic control of film distribution, discrimination in favor of the exhibitor defendants by the defendant distributors, etc.

Five TTOA Regionals In Tenn. Next Week

ATLANTA, Nov. 25.—A series of five regional meetings will be held next week in five Tennessee areas by the Tennessee Theatre Owners Association, an affiliate of Theatre Owners of America. The meetings, together with locations and chairmen, are:

Nov. 29, New Southern Hotel, Jackson, with Brian Gooch of Selmar, as chairman; Nov. 30, Variety Club, Gayoso Hotel, Memphis, with J. A. West of Memphis as chairman; Dec. 1, Hermitage Hotel, Nashville, with Morton Tune of Shelbyville, as chairman; Dec. 2, Tennessee Tech Cafeteria at Cookeville, with Stacy Wilhite of Cookeville, as chairman, and Dec. 3, Brown's Cafteria, Knoxville, with Walter Morris of Knoxville, as chairman.

Wilhite, president of TTOA; Tune, vice-president; Morris, TTOA representative to TOA, and George Gaughan, TOA field representative, will attend each meeting. Among the subjects to be discussed are:

¶ Threat of an increase in the State Gross Tax during next session of the Legislature.

¶ Opinion on Government control of film rentals, etc.

¶ Exhibitor financing of production to increase number of pictures. A full explanation of TOA activities in this field is expected.

¶ Arbitration.

¶ Unification.

Also up for discussion will be a report of the TOA convention in Chicago, with a full explanation of the proposed Exhibitors Film Financial Group, Inc.

DORIS DAY AN
FRANK SINATR

TOGETHER FOR THE
FIRST TIME! TERRIFIC
FROM THE FIRST
MOMENT!

A HEA

ALSO STARRING

GIG YOUNG ETHEL BARRYMORE

DOROTHY M

D

A!

Barney was fresh and moody and unpredictable –
and the most lovable guy she ever met!

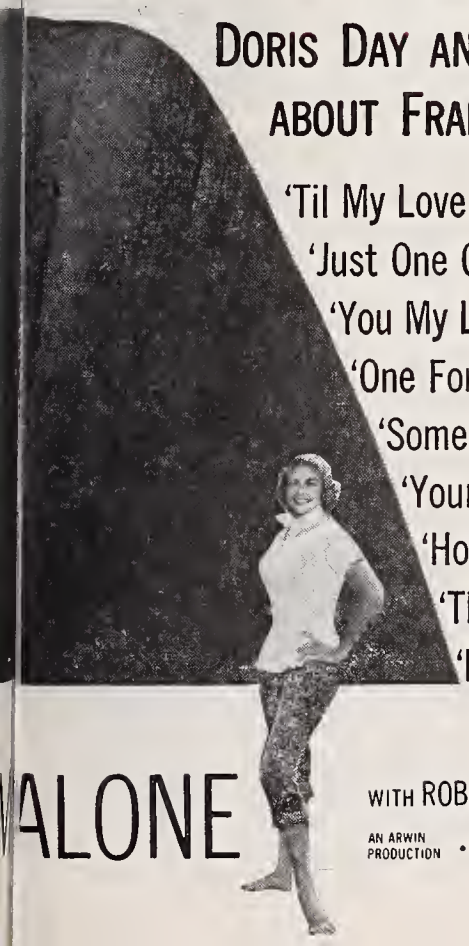
oung at Heart

MAS-PRESENTED BY WARNER BROS.

IN WARNERCOLOR

SINGING STORY WITH ALL THAT'S SO SWELL ABOUT
DORIS DAY AND ALL THAT'S SO SPECIAL
ABOUT FRANK SINATRA!

'Til My Love Comes To Me'
'Just One Of Those Things'
'You My Love'
'One For My Baby'
'Someone To Watch Over Me'
'Young At Heart'
'Hold Me In Your Arms'
'There's A Rising Moon'
'Ready Willing And Able'



ALONE

WITH ROBERT KEITH · PRINT BY TECHNICOLOR SCREEN PLAY BY JULIUS J. EPSTEIN AND LENORE COFFEE
AN ARWIN PRODUCTION · PRODUCED BY HENRY BLANKE · DIRECTED BY GORDON DOUGLAS · PRESENTED BY WARNER BROS.

Lichtman

(Continued from page 1)

managers meeting, in addition to hearing Lichtman, may go into the problem of a proposed agenda for the conference.

Latest indications are that a number of company presidents who headquarter in Hollywood may not be able to attend the projected New York meeting. However, they would delegate authority to sales manager representatives or other executives to act in their stead, it was pointed out.

Exhibitors to Get Lichtman's TOA Talk

The address delivered by Al Lichtman, 20th Century-Fox director of distribution, at the annual convention of the Theatre Owners of America in Chicago early this month, has been reprinted for circulation to every exhibitor in the nation, the film company announced.

The speech, in which Lichtman spoke as a representative of 20th-Fox, as co-chairman of COMPO, as chairman of the Distributors Committee on Arbitration and as a veteran of 44 years in the motion picture industry, has been widely acclaimed by leaders of the TOA and Allied, who asked that copies be distributed to all theatremen.

Twenty thousand copies of the talk, dealing with industry problems and their solutions, emphasizing the need for cooperation and unity for the mutual welfare of exhibitor and distributor, will be distributed by the two exhibitor organizations to their respective memberships and through the 20th Century-Fox branch offices across the country.

Exhibitors Protest Military Competition

WASHINGTON, Nov. 25. — Defense Department officials are studying a new wave of exhibitor complaints against competition from theatres in military posts.

Exhibitors in Texas and a few other areas are complaining that they are being hurt badly by the fact that military theatres in their communities or adjacent communities are showing films ahead of bookings in privately-owned theatres. The damage has been particularly hard on some first-run houses, it is alleged.

Participants refused to discuss the exact nature of the talks, except to say that nothing conclusive had resulted, further meetings would be held, and some solution would likely be worked out eventually.

Pat Notaro V-P of Roth Circuit in D.C.

WASHINGTON, Nov. 25.—Pat R. Notaro, a veteran of 20 years in the industry, has been named a vice-president and director of the Roth Theatre Circuit, president Sam Roth announced.

Notaro spent most of his time in the industry in various capacities with the Warner Brothers circuit. He joined the Roth Circuit about two years ago and has been supervising the chain's five theatres in the Washington area. The circuit has some 20 indoor and drive-in theatres in the District of Columbia, Virginia, West Virginia and Maryland.

Mayer Warns Against Industry's 'Follies'

(Continued from page 1)

alent mood of complacency and self-satisfaction, Mayer stated. "If we persist in some of our current follies, a great many of us soon will be needing charity," the foreign film distributor said.

Speaking as the MPTA's guest of honor, Mayer asserted that the industry is still confronted with a form of give-away competition the like of which no industry ever before had to face. "The industry of ours faces this threat with internal rancor, inadequate scientific research and no public goodwill to talk about," he said. "One group of exhibitors for instance is seriously proposing government regulation of film rentals as a cure for our current ills," Mayer said.

"I am only too well aware from the theatres with which I am still unfortunately associated of the agonizing problems created by unconscionable film rentals, insufficient product and the necessity for installing expensive equipment which may overnight become obsolete," he said. "The proposed medicine seems to me more deadly than the malady as regulation is surely injurious to any business enterprise, but if there ever was one specific industry to which it would be fatal, it would be ours," he said.

Calls 'Victory' Hollow

"Indeed, it seems that what we are suffering from at present is largely due to excessive governmental interference with the conduct of the business," Mayer said. "Maybe the exhibitors won a memorable triumph in the case of the U. S. vs. Paramount, et al, but if so, it was like the Roman victory at Pyrhus of which the commanding general said, 'One more such victory and we are ruined.' "

As long as the producing-distributing companies owned some theatres, there was no shortages of product, no competitive bidding, no danger of the sale of valuable negatives to television, Mayer said, adding that "we are now suffering from an inadequate flow of good product, but the least effective way to increase the supply is to subject the men who have the know-how, the initiative, the gambling instinct and the huge capital that modern picture production requires to the impositions and ignorance of bureaucrats, politicians and inquisitorial agencies."

But if some exhibitors have lost their heads in well justified anxiety and indignation, some of the distributors have misplaced their hearts, Mayer said.

Sees 'Main Street' Essential

"There may be some 3,000 U. S. theatres, mainly late-runs or located in small communities, that badly require relief if they are to survive," Mayer said. "Politically and socially, the small town house is the industry's first line of defense and it will be a dark day for Hollywood and Vine Street if the bright lights of our cinema marquees start to fade out on the Main Streets of America."

Like the weather, everybody talks about arbitration, but no one does anything about it, Mayer said. "If the distributors are adamant in their refusal to include the price of film as a subject of arbitration, I can only plead that without further delay, we proceed to arbitrate all other matters at issue—clearances, playdates, prints and other trade practices," he stated. "No one can be compelled to arbitrate, but the courts are always open and legal bills are always heavy."

Not only the distributors and exhibitors, but the producers of motion pictures must also put their house in order, Mayer stated; "in adding depth and width to their films, they can't afford to overlook the fourth dimension of self-restraint and good taste."

Deplores Brutality

"I used to be known as the Merchant of Menace so I think that I could speak with some authority on the subject of brutality, eye gouging, groin kicking and other forms of mayhem—of when brutality is necessary for the development of the story line and when it is inserted merely to exploit the repulsive and the degrading," Mayer said. "Hollywood's previous flirtation with sadism has developed into a fixation and I am not among those who glibly attribute to films the responsibility for increased juvenile delinquency of adult crime, but I do say that an excessive diet of the violent, the vicious and the vulgar is offensive to the family audience which constitutes the backbone of the industry. It is not smart picture making and it is not good citizenship."

Eidophor

(Continued from page 1)

capable of projecting a picture in CinemaScope proportions.

Twentieth-Fox's consistent interest in the Eidophor theatre TV medium was pointed up recently when 20th-Fox field representatives were advised by the home office to see the recent theatre telecast at their local theatres of the opera telecast. Their first-hand observations as to the entertainment value of the program, as to technical proficiency and audience reaction were ostensibly relayed to the home office.

Jerry Gold President Of Florida Exhibitors

JACKSONVILLE, Nov. 25.—Jerry Gold, exhibitor from the small Everglades town of Pahokee, was named president of the Motion Picture Exhibitors of Florida at the group's closing business session held at the Hotel Roosevelt here.

Elected to serve with Gold were four vice-presidents: James Biddle, of Jasper; Mark Dupree, of Jacksonville; Peter Sones, of Tampa, and Robert Daugherty, of Haines City. B. B. Garner, of Lakeland, was reelected treasurer and William Beck, of Jacksonville, was named secretary.

Mark Chartrand, of Miami, was chosen representative to the Theatre Owners of America and Hugh Martin, of Leesburg, became the TOA regional vice-president.

Horace Denning, the outgoing president, was named chairman of the board.

Testing Laboratory For New Techniques Needed, Says Mayer

TORONTO, Nov. 25.—The motion picture industry needs a clearing house, a laboratory for the testing of new ideas by the best scientific brains so that films can keep pace with developments in this electronic age, Arthur L. Mayer, president of the Independent Motion Picture Distributors Association of America, said here today.

Speaking at a luncheon meeting of the Motion Picture Theatres Association of Ontario, Mayer stated that "we need a proving ground for merchandising and housekeeping techniques as the industry can not have a scatter-shot approach to the problems of third dimension, theatre television, audience tastes and exploitation techniques."

Praises Wolfson, Rhoden

Farsighted leaders like Mitchell Wolfson, former president of the Theatre Owners of America, and Elmer Rhoden, president of National Theatres, have repeatedly warned about the lack of scientific research, Mayer said. "The recent strides forward in sound and wide screen are invariably under the compulsion of economic forces that drive us to action rather than as a result of careful study and advance planning," he said.

'Heart' Bows Dec. 9

M-G-M's Christmas release "Deep in My Heart" will have its world premiere at the Radio City Music Hall on Dec. 9.

Divestiture

(Continued from page 1)

to get "some form of extension." He indicated that National now has fewer than 10 theatres to sell and "we'll be down to four or five by the end of the year."

National Theatres' request to the Department for permission to enter film production was only discussed incidentally and in general terms, according to the participants in the two-day meeting.

Mayer Envisions Home Theatres

TORONTO, Nov. 25.—Within a few years, practically every American home will be equipped with a living room theatre showing greatly enlarged, colored, probably three-dimensional pictures, Arthur L. Mayer said at a meeting of the Motion Picture Theatres Association here.

Aided and abetted by phony statistics and producers without vision, Phonevision or some similar device may even make big pictures available for small screens, Mayer said. "Certainly what is shown will not be as bad as it is now—it hardly could be—and it will be available minus papa and mama standing on a box office line while some adolescent sits at home with baby," he said.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 102 NEW YORK, U.S.A., MONDAY, NOVEMBER 29, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE policy or, perhaps, the attitude, of the Department of Justice on divorced theatre companies engaging in production is perplexing and seemingly contradictory.

National Theatres, which for months now has been interested in putting up what its new president, Elmer Rhoden, refers to as the needed risk capital for production, is prohibited from doing so by the terms of the consent decree applicable to it.

AB-PT, which has been mulling the idea of entering production but which has come to no decision, feels that its decree does not prohibit it from engaging in production, and has competent legal advice to that effect.

•

The Justice Department on one occasion or another has called attention to various and sundry provisions of the Paramount case decrees which it regards as being especially beneficial or helpful to the small independent exhibitors in whose cause, if not whose name, the Department purports to have prosecuted the case through the courts for almost 15 years.

The Department thus sought to give the impression that its greatest concern in the matter was the welfare of the small exhibitor.

How come then that the Department, with the power at hand to help ease the small exhibitor's (and every other kind, as well) primary problem—the product shortage—continues to withhold its authorization for National Theatres to make use of its risk capital, while at the same time, apparently imposing no restriction on AB-PT from doing that very thing?

•

It would seem that in all consistency, not only with decree terms but also with the Department's professed stand as the benefactor of the small exhibitor, that Justice could find the means for proper removal of decree barriers which prevent those divorced theatre companies willing to invest

(*Continued on page 2*)

Alabama High Court Upholds Ticket Tax

BESSEMER, Ala., Nov. 28.—The constitutionality of a municipal tax on theatre admissions has been upheld by the Alabama Supreme Court sitting in Birmingham. Bessemer Theatres, Inc., operating the State and Grand theatres here, had challenged the validity of the levy.

The high court held that the tax was not discriminatory against the theatre owners.

Perspecta-Equipped Theatres Now Total 1,500, Says Loew

By LESTER DINOFF

On the premise that new screen techniques and the latest innovations in sound equipment tend to increase theatre business, some 1,500 exhibitors throughout the world already have installed Perspecta stereophonic sound equipment, according to Arthur M. Loew, president of Loew's International.

Arthur Loew

Recently returned from a five-week tour of England, France, Belgium, Germany, Italy and Spain, Loew said that "about 4,000 orders for Perspecta

(*Continued on page 2*)

Government-Subsidized

NEW 'BRITISH LION' BEING FORMED IN UK

Sufficient Funds Expected for 10 Features Yearly; Will Welcome U.S. Producers

By SAMUEL D. BERNS

HOLLYWOOD, Nov. 28.—A new British Lion organization is currently being formed in London to distribute and arrange for "distribution financing" of productions in England, it was learned from Capt. Sir Arthur William Jarratt, R.N.V.R., in an exclusive interview Friday at the Beverly Hills Hotel.

The film finance corporation, with complete financial subsidy by British Government, will supply "sufficient finance" to the new company for at least 10 features annually. There is a possibility that Sir John Keely will serve as chairman of board of the film financing company and will serve in a similar capacity for the new distributing organization. This would not preclude the opportunity of other production organizations from securing

(*Continued on page 3*)

Nasser Sells 4 to TV; United Artists Sues

By Staff Correspondent

HOLLYWOOD, Nov. 28.—United Artists Corp. on Friday filed suits against James Nasser and various individuals and corporations asking an accounting and injunctive recovery of funds involved in the sale of four pictures to television in violation of distribution contracts with UA. The films are "Cover Up," "Kiss for Corliss," "Without Honor" and "Don't Trust Your Husband."

Dismiss RKO Radio Suit vs. Pimstein

The suit brought by RKO Radio Pictures against Harry Pimstein, charging that the former RKO attorney had disclosed confidential information to Albert List who ultimately acquired Howard Hughes' stock in RKO Theatres, has been dismissed.

Pimstein said here yesterday that an

(*Continued on page 3*)

Broadway Grosses Hit Lively Holiday Pace; Hall Record

By MURRAY HOROWITZ

Business hit a lively pace along Broadway here over the Thanksgiving holiday weekend, boosting grosses to a sturdy level.

Most outstanding business was racked up by the Radio City Music Hall, with "White Christmas" and its regular stage show being featured. For the four-day weekend, the first VistaVision feature was forecast to hit a big $112,000. On Thursday, the Music

(*Continued on page 3*)

Bar Schine Sales for Non-Theatrical Use

Special to THE DAILY

BUFFALO, Nov. 28. — Federal Judge John Knight on Friday refused permission for Schine Chain Theatres to sell two of its houses for non-theatrical purposes, but stated that authority to sell a third theatre in Van Wert, Ohio, should be granted.

The opinion came on a motion requesting permission to modify a 1949 anti-trust decree, in which the circuit was ordered to divest itself of 46 theatres to create competition in Schine towns. Permission was asked to sell 11 theatres and a lot for non-theatrical

(*Continued on page 3*)

'The Country Girl'

[*Paramount*] *Hollywood, Nov. 28*

PRODUCER William Perlberg and writer-director George Seaton surpass their impressive list of screen hits with an adroit adaptation of the successful Clifford Odets play, "The Country Girl," giving the masses impressive evidence why motion pictures are their best entertainment.

It is a fitting offering to climax a year that has met the challenge of its multi-scope opportunities with an abundance of Academy-styled offerings. "The Country Girl" earns a pedestal of achievement for the new sphere. Achievement by its author, director, producer and three stellar names. This remarkable constellation of talent will have industry seers predicting a bright new year ahead.

Casting Bing Crosby in an off-beat dramatic role was in itself a sample of Perlberg-Seaton daring and shrewd foresight. Bing's recognition of the opportunity to display another dimension of his talent will be confirmed with rewarding approval by the show shoppers. To scrutinize his ability in handling a dramatic characterization—one that

(*Continued on page 3*)

Personal Mention

CHARLES SIMONELLI, Universal Pictures Eastern advertising and publicity department manager, left New York over the weekend for the Coast.

•

R. SENECHAL, head of the recording department of Westrex Co., France-Belgium, has returned to Paris from New York.

•

EARL I. SPONABLE, 20th Century-Fox research director, has returned to New York from Hollywood.

•

RUSSELL HOLMAN, Paramount Eastern production manager, has returned to New York from Hollywood.

•

DR. RENATO GUALINO, president of I.F.E. Releasing Corp., has returned to Italy from here.

•

BARRY JONES and HARRY FOSTER, British actor, have returned to London from New York via B.O.A.C.

•

MARLON BRANDO returned to New York from Europe on Friday aboard the "United States."

•

JOAN COLLINS, British actress, arrived here from London on Friday via B.O.A.C. Monarch.

•

MARLENE SILVERSTEIN, of Magno Sound, left here over the weekend for Englishtown, N. J.

•

MITZI GAYNOR has arrived in New York from the Coast.

Makelim Sees World Interest in His Plan

HOLLYWOOD, Nov. 28. — Inquiries concerning the Makelim plan and its working have been received from "all nations of free world" including "such remote places as Pakistan and Malta," president Hal R. Makelim disclosed at the weekend.

As to domestic conditions, Makelim observed "rising business activity evident in all parts of the country and this should enhearten us all. Theatre operators agree that consumer buying will move to higher levels in the new year. Only continued conflict between exhibition and distribution can prevent a banner year in 1955."

Herb Kaufman, Midwest manager for the Makelim plan, arrives here next week for conferences with Makelim prior to starting a national tour in the plan's behalf while Makelim remains here to concentrate on production preparations.

To Produce 'Jumbo'

HOLLYWOOD, Nov. 28.—M-G-M has scheduled "Jumbo," adapted from Rodgers and Hart stage musical hit of several years ago, as one of its major productions in 1955, and has assigned Roger Edens as producer, Stanley Donen to direct and Leonard Spigelgass to write the screenplay.

Loew's International World-wide Business 15% Ahead of 1953, Arthur Loew Reports

Loew's International world-wide business today, as compared to the 1953 calendar year, has increased about 15 per cent, according to Arthur M. Loew, president of the foreign film organization, who also revealed that "about five per cent of the picture company's overseas gross is from the 16mm. market."

Loew returned a short time ago from a five-week tour of Europe where he attended the command performance of "Beau Brummell" in London and an M-G-M sales conference in Barcelona.

Veterans Urged to See 'This Is Army'

All members of the American Legion, Veterans of Foreign Wars and Junior Chambers of Commerce and their families are being urged by their national officers, in letters sent to local affiliates, to attend the theatre showings of the Technicolor feature "This Is Your Army." The film, which runs for 54 minutes, will be released on Dec. 13.

Seaborn P. Collins, national commander of the American Legion, wrote his members, in part as follows: "I hope every American Legion Post will make the occasion of the film's appearance in its locality a special affair, not only by turning out to see the film, but in assisting and supporting your local theatre owner to interest your fellow citizens in every walk of life."

Similar letters were written by Merton B. Tice, commander-in-chief of the Veterans of Foreign Wars, and Lamar Buckner, president of the United States Junior Chamber of Commerce.

Nancy Ross to Confer On Whitney Stories

HOLLYWOOD, Nov. 28.—Nancy Wilson Ross, Eastern story editor C. V. Whitney productions, and who has been commissioned to locate four strong stories for early production, will arrive here within two weeks for conferences with vice-president Merian C. Cooper.

19 Holiday Dates for 'Cruz,' 1st Superscope

United Artists' "Vera Cruz," will be the first film released in the Superscope process, with 19 Christmas holiday regional premieres now set throughout the country, it was announced by William J. Heineman, UA vice-president in charge of distribution.

The Hecht-Lancaster Film will unveil the Tushinsky brothers' anamorphic process in San Francisco, San Diego, Denver, Chicago, Houston, Detroit, Evansville, Dayton, Columbus, Harrisburg, Reading, Nashville, Norfolk, Wilmington, Richmond, Charlotte, Syracuse, Bridgeport and Springfield in engagements on Dec. 24 and carrying through New Year's Day.

An initial order of 200 Superscope prints of "Vera Cruz" will service the holiday premieres and regional saturation openings that will immediately follow.

The decision to use Superscope for "Vera Cruz" was reached following the Tushinsky's disclosure that their new wide-screen process had been made compatible with CinemaScope projection equipment. Superscope, which projects an image in a 2-to-1 ratio, is also compatible with other anamorphic lenses.

'Athena' to Globe

M-G-M's "Athena" will open at the Globe Theatre here on Christmas following "Battleground" and "Asphalt Jungle."

Perspecta in 1,500 Theatres

(*Continued from page* 1)

sound equipment will be filled shortly."

The film executive revealed that 15 companies throughout the world are licensed to manufacture and distribute Perspecta sound equipment. However, Loew said, there are "11 firms now manufacturing or assembling the Perspecta stereophonic sound equipment."

Loew disclosed that two firms are operating in Italy, one in Japan, one in Germany, one in France, two in England, and four in the U.S.

As soon as more firms begin manufacturing operations, it is expected that import restrictions in many foreign nations will be done away with, he said.

Meanwhile, Perspecta Sound, Inc., announced that demonstrations of Perspecta stereophonic sound have been scheduled for all parts of the world, including the U. S. and Canada. At the Stanley Theatre in Philadelphia, a trade demonstration will be held today, kicking off the first of a series of showings, which will eventually bring the number of world-wide demonstrations close to 80.

In December, demonstrations will be held in the Metropolitan Theatre, Buenos Aires; the Dai Nam Theatre, Saigon, and the Metro Theatres in Johannesburg, Durban and Capetown. Shortly thereafter, Perspecta demonstrations will be held in Indonesia, Israel, Spain and Taipeh.

The demonstration in Philadelphia today is being conducted under the supervision of Elmer O. Wilschke, executive vice-president of Perspecta Sound, Inc. All the overseas demonstrations are held with the cooperation of foreign territorial managers of M-G-M.

Tradewise . . .

(*Continued from page* 1)

risk capital in production from doing so.

National Theatres still hopes to obtain government permission to engage in production. Perhaps other divorced theatre companies do, too.

What Justice's objections are to permitting it in the current emergency are obscure to the average exhibitor. Certainly, it is not impossible to devise any necessary and proper conditions to guarantee the impartial licensing of product from such corporate sources.

Or, should the Department believe it to be advisable, authorization to such companies to produce could be limited to the duration of the product shortage.

If consistency does not, circumstances do call for an unrestricted right to produce so long as a shortage exists.

Anglo-German Game For Theatre TV

By Staff Correspondent

LONDON, Nov. 28.—The England-Germany football match at Wembley Stadium Dec. 1, one of the top items of public interest throughout this country, will be televised on big screens in five theatres here.

The arrangement follows lengthy discussions of terms between representatives of the industry and the English Football Association. The amount of the payment has not been disclosed, but it is understood that a specified sum per seat sold will be handed over.

Two of the theatres concerned are in London — the Odeon, Leicester Square, and ABC's show-house, the Hammersmith Commodore. The others are Gaumont houses in Doncaster and Manchester, and the Odeon, Leeds.

275 Holiday Dates For 'Show Business'

Darryl F. Zanuck's presentation of Irving Berlin's "There's No Business Like Show Business" will debut in 275 domestic and Canadian engagements during the Christmas and New Year holiday season in one of the largest openings to date of a 20th Century-Fox CinemaScope production, the company announced.

Weltner, Pratchett Tour

George Weltner, president of Paramount International Films, and A. L. Pratchett, Latin American division manager, will leave New York today by plane on a tour of Latin American countries in conjunction with local premieres of Irving Berlin's "White Christmas."

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Arbitration Meet Set for Friday

Work on the industry arbitration draft will be resumed this week, with a meeting slated, probably on Friday, between Herman Levy, general counsel of Theatre Owners of America, and Adolph Schimel, counsel for the distributors arbitration committee.

The Friday meeting, it was learned, is one of a series of meetings slated between Levy and Schimel, indicating a stepped-up program to iron out an arbitration draft.

Grosses

(*Continued from page* 1)

Hall broke its Thanksgiving Day grossing record with a hefty $30,000 for the day. "White Christmas," now in its seventh week at the Music Hall, will be withdrawn on Dec. 9, when "Deep In My Heart" and the traditional Christmas stage show opens.

The four-day weekend for Jackie Gleason on stage and "Drumbeat" on the screen at the Paramount was expected to hit a large $88,000. Another four-day estimate was furnished by the Criterion where a very nice $14,500 is seen for "Sabrina," now in its 10th week.

At the Roxy, "Desiree" got off to a big holiday start with an estimated $27,000 for Thursday and Friday. The Rivoli, featuring "Carmen Jones" in its fifth week, reported holiday business about 15 per cent higher than last year. Grosses got off to a good start Thanksgiving Day with $6,500.

Thanksgiving Day business for the following situations set the stage for lively weekend business: At the Capitol, "The Last Time I Saw Paris" did a big estimated $9,000 on Thursday, while "A Star Is Born" at the Victoria on the same day hit a nice $7,000. Four thousand dollars was seen as the Thanksgiving Day business of "On the Waterfront" at the Astor, while "Phffft" at Loew's State did a good $3,200 the same day.

RKO—Pimstein

(*Continued from page* 1)

agreement had been "amicably worked out."

However, Pimstein's $250,000 action against List for money allegedly due him on services rendered in connection with the acquisition of the RKO Theatres stock by List, still is pending.

New Directors Pact Increases Minimums

HOLLYWOOD, Nov. 28.—Directors and assistant directors are given increased minimums and pension benefits in a new contract concluded Friday between the Association of Motion Picture Producers and the Screen Directors Guild. Among the changes are an increase in directors' minimum from $550 weekly to $600. Free-lance first directors are increased from $300 to $335 weekly, and seconds from $170 to $190.

The contract, which runs for three years, also provides pension benefits for senior directors and assistants.

'The Country Girl'

(*Continued from page* 1)

demanded tempered abandon for his familiar personality, is a fascinating experience.

Sharing the marquee glory, William Holden proves again his unique gift of mastering a difficult role with natural poise and understanding. His portrayal of a stage director who gambled on starring a has-been actor against the better judgment of his producer, and the problem of dealing with the actor's "meddlesome" wife, is his best dramatic effort to date.

As though this were not enough, the big surprise package of the year affords Grace Kelly a similar opportunity to garner accolades for a sensitive part. Her rise to stardom in two short years, with the uncanny luck of having each of her films among the top grossers, is a cinch to have this one running true to form. Her self-conflict of pride and loyal devotion to a husband who leans on her "mother complex" to help him over the rough spots could make "Oscar" open his gold plated eyes. She has the charming faculty of projecting wholesome beauty without relying on glamor gimmicks—a perfect attribute for the part.

Having the advantage of proven material, the dialogue registers sharp and effectively. Holden is tenacious in molding Crosby for his new play with a part that calls for a lead who can "act while he sings, and sing while he acts." His producer, vividly and expertly portrayed by Anthony Ross, has little confidence in Holden's choice.

Crosby, trying to sham his fear of handling the part, tosses the burden of his alibis onto Miss Kelly, making her appearance a stumbling block to his career.

When Holden realizes Crosby has been lying, he finds it difficult to express his chagrin and apologies to Miss Kelly. He forces a kiss on her to climax a heated argument, with the sudden realization they are both starved for affection—Holden, for the kind of loyal wife he didn't think existed; and Miss Kelly for the love Crosby has neglected to show her since their small son was killed in an auto accident.

When Miss Kelly's prayer that Crosby will be able to stand on his own is answered at a party following the successful New York opening, she decides to continue her loyalty and devotion instead of finding a new life with Holden.

The black and white photography by John F. Warren features a low key lighting effectively for the backstage story, which is punctuated with Victor Young's music score. Ira Gershwin and Harold Arlen wrote four new songs that are well integrated. One of these, "Love and Learn," gives Jackie Fontaine a showcase opportunity in a duet with Bing.

Running time, 104 minutes, General audience classification. Release, in March.

SAMUEL D. BERNS

Roy Disney, Walker Here for Parleys

Roy O. Disney, president of Walt Disney Productions, and E. C. Walker, executive vice-president of Buena Vista Film Distribution Co., the Disney releasing subsidiary, arrived in New York from the Coast this weekend for a series of meetings with executives of the home office and the United Kingdom on "20,000 Leagues Under the Sea," and other forthcoming Disney product.

Disney and Walker will confer with the home office group headed by Leo F. Samuels, Buena Vista general sales manager, Irving H. Ludwig, domestic sales manager, Ned Clarke, foreign sales manager, and Charles Levy, eastern publicity director.

Attending from England will be Walt Disney Film Distributors, Ltd., executives Cyril Edgar, sales supervisor; Cyril James, treasurer, and Arthur Allighan, director of publicity.

No Option Granted On Hemingway Tales

Contrary to published reports, no option of any kind has been granted on any works, published or unpublished, by Ernest Hemingway, it was announced here by Alfred Rice, the Nobel Prize winner's attorney.

At the same time, William Lowe, who was reported from Hollywood last week to be co-owner of an option to the motion picture rights of a still unfinished novel by Hemingway, made it clear in New York that he neither held such an option nor had any intention to film or participate in the production of such a film.

Will Show New TV Aid to Film Making

A new process, still in its early stage, which utilizes television as a means of cutting time and costs in film production, will be demonstrated by RKO-Pathe today at the annual convention of the Public Relations Society of America at the Roosevelt Hotel here.

The new process, as described by Jay Bonafield, executive vice-president of RKO-Pathe, combines Du Mont Laboratories, latest invention, the Teleye, a miniature TV camera, with a standard 35mm. Mitchell motion picture camera.

The Teleye, placed in juxtaposition with the camera's viewer, picks up the scene being shot as it will appear on the film and telecasts it instantaneously on an adjoining monitor screen. Thus, Bonafield explained, the director can see immediately, without waiting for daily "rushes," exactly how the scene will look in the completed film. If any changes are necessary, they can be made before the production camera begins exposing film.

Gross, Krasne Form Mark Stevens Prod.

HOLLYWOOD, Nov. 28. — Jack Gross and Philip Krasne, whose Gross-Krasne, Inc., is producing the "Big Town" telefilm series starring Mark Stevens, on Friday announced the formation of Mark Stevens Productions to produce two theatrical features annually. The first feature for theatres will be "Twisted Strect" to be produced, directed, written and starred in by Stevens.

City 5% Tax Hearing Off Until Tomorrow

Due to a crowded court calendar, it is unlikely that the New York City exhibitors' suit against the city's five per cent amusement tax, now on appeal, will be heard this afternoon in the Appellate Division, Second Department, Brooklyn, Thomas Bress, attorney for Loew's Theatres, said.

The suit, RKO-Keith-Orpheum Theatres vs. City of New York, No. 477 on the calendar of the Supreme Court, is expected to be heard tomorrow afternoon, Bress said.

'British Lion'

(*Continued from page* 1)

financial assistance from the government, it was pointed out.

The formation of the new distributing organization, which will absorb old British Lion, now in receivership, will dedicate its operation as a major distributing organization to the establishment of a home where American independent producers will be given the same hospitality and care as English independents in the handling of product, said Sir Arthur.

Co-Production Deals Planned

Plans for distributor's financing will also include a campaign to effect a stronger Anglo-American relationship by arranging for co-production deals with independent American producers. The company will continue to furnish its physical facilities for the distribution of John Woolf's films, and will open the door to anyone else for similar arrangements.

Sir Arthur will return to London tomorrow following current negotiations for English distribution of a number of American films, including Edward L. Alperson's "New Faces," "Invaders from Mars" and "The Number One," currently being filmed in Mexico for Twentieth Century-Fox release in the United States.

Schine Theatres

(*Continued from page* 1)

purposes. The circuit, in requesting this permission, stated it had offers for three of the properties. In his opinion Judge Knight dealt only with those three theatres.

The government opposed the petition, claiming that it is a major modification and that it defeats the purpose of the anti-trust decree, which was designed to end motion picture monopolies.

Meanwhile, trial of the Schine Circuit and other defendants, including Common Council president Elmer F. Lux, on charges of civil and criminal contempt of court for failing to abide by the 1949 decree, has been adjourned on a day-to-day basis pending completion of the gambling trial in Supreme Court.

Polon Bar Mitzvah Held

Neil Michael Polon's Bar Mitzvah was held at the Congregation Beth David in Lynbrook on Saturday. The young man's father is Matthew Polon, an executive of RKO Theatres' film booking department.

Presold in A Mighty Campaign To Millions! The Best-Selling

PARAMOUNT'S FIRST BOXOFF

A NEW TEAM OF LOVERS
THE PUBLIC WILL LOVE

The glamorous girl from
"Rear Window" in the
arms of the man
"Sabrina" wanted . . .

They kissed as if to use up all the kisses of a lifetime . . .

Two of today's most magnetic stars—William Holden, winner of this year's Academy Award, and Grace Kelly, most publicised new actress in many years—head an important cast in this hard-hitting dramatization of the outspoken novel by the Pulitzer Prize winning author of "South Pacific."

FIRST 1955 ATTRACTION AT RADIO CITY MU

Novel That Was First Published In Life Magazine Is Now

ICE BLOCKBUSTER OF 1955

JAMES MICHENER'S

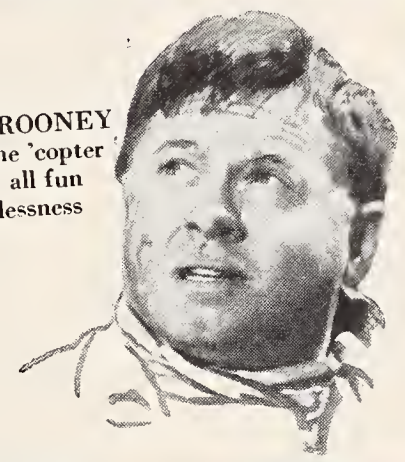
The Bridges at Toko-ri

A PERLBERG-SEATON production

WILLIAM HOLDEN
as Lieutenant Brubaker,
chosen to bomb
the death-laden
bridges at Toko-Ri

GRACE KELLY
as Nancy who risked
everything to be with
her man just onee more

FREDRIC MARCH
as Admiral Tarrant
who taught them to cross
the bridge of decision
all must face



MICKEY ROONEY
as Mike, the 'copter
pilot . . . all fun
and fearlessness

starring

WILLIAM HOLDEN · GRACE KELLY

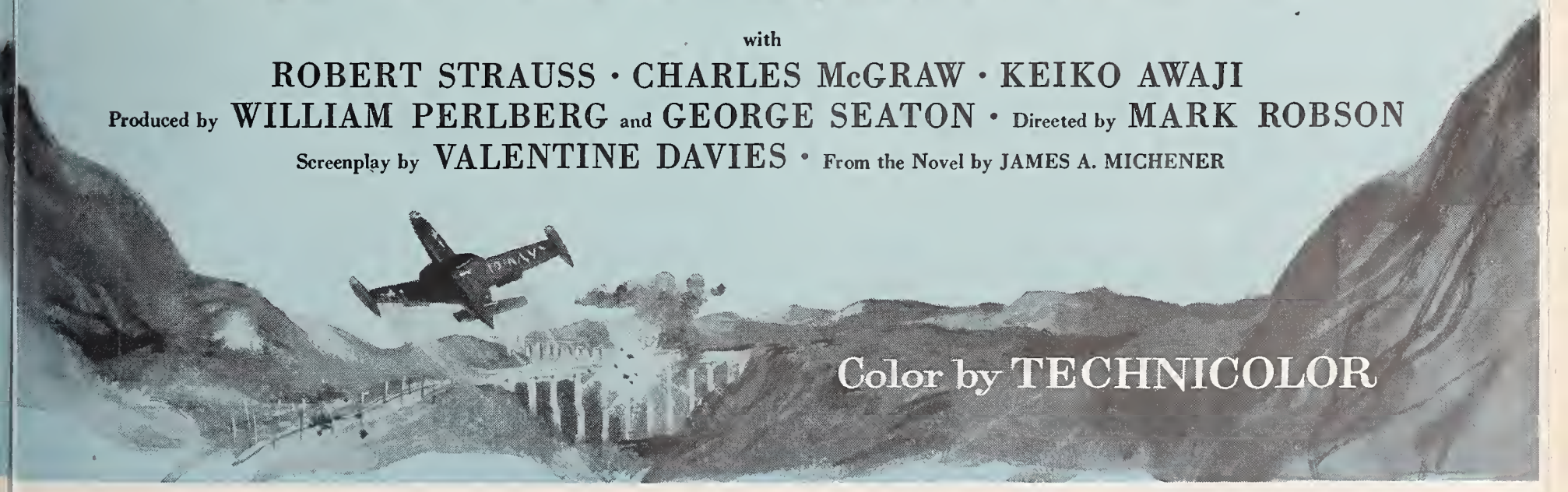
FREDRIC MARCH · MICKEY ROONEY

with

ROBERT STRAUSS · CHARLES McGRAW · KEIKO AWAJI

Produced by WILLIAM PERLBERG and GEORGE SEATON · Directed by MARK ROBSON

Screenplay by VALENTINE DAVIES · From the Novel by JAMES A. MICHENER



Color by TECHNICOLOR

SIC HALL — *WORLD PREMIERE ENGAGEMENT*

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

TARGET EARTH
Richard Oenning
Virginia Grey
D—(5503)
(Release 11/7/54)

KETCHIKAN
Mark Stevens
Joan Vohs
Martha Hyer
D—(5504)
(Release 11/21/54)

TONIGHT'S THE NIGHT
(Color)
David Niven
Barry Fitzgerald
Yvonne DeCarlo
C—88 min.
(Rev. 11/16/54)
(Release 12/19/54)

PORT OF HELL
Oane Clark
(Release 12/5/54)

COLUMBIA

(Nov. Releases)

THE BLACK KNIGHT
(Color)
Alan Ladd
Patricia Medina
O—85 min.
(Rev. 10/20/54)

FIRE OVER AFRICA
(Color)
Maureen O'Hara
MacDonald Carey
D—84 min.
(Rev. 10/5/54)

THE AFFAIRS DF MESSALINA
Maria Felix
Georges Marchal
106 min.

CANNIBAL ATTACK
Johnny Weissmuller
Judy Walsh
Oavid Bruce
Kimba
A—69 Min.
(Rev. 11/12/54)

(Dec. Releases)

PHFFFT
Judy Holliday
Jack Lemmon
Jack Carson
Kim Novac
C—88 min.
(Rev. 10/20/54)

THEY ROOE WEST
(Color)
Robert Francis
May Wynn
Donna Reed
Phil Carey
(O—84 min.)
(Rev. 10/21/54)

LIPPERT

THE SIEGE
Special Cast
D—(5323)
(Release 11/5/54)

A RACE FOR LIFE
Richard Conte
Mari Aldon
George Coulouris
(Release 12/3/54)

M-G-M

ATHENA
(Color)
Jane Powell
Debbie Reynolds
Vic Damone
Edmond Purdom
M—119 min.
(Rev. 11/1/54)
(Release 11/5/54)
CS-Ss, Ms, Os

THE LAST TIME I SAW PARIS
(Color)
Elizabeth Taylor
Van Johnson
D—116 min.
(Rev. 11/4/54)
(Release 11/19/54)

(Re-issue)
TARZAN AND THE APE MAN
Johnny Weissmuller
Maureen O'Sullivan
(Rev. 3/26/32)
(Release 11/12/54)

(Re-issue)
TARZAN ESCAPES
Johnny Weissmuller
Maureen O'Sullivan
(Rev. 10/26/36)
(Release 11/12/54)

CREST OF THE WAVE
Grace Kelly
Jeff Richards
D—90 min.)
(Rev. 11/12/54)
(Release 12/3/54)

OEEP IN MY HEART
(Color)
Jose Ferrer
Merle Oberon
Helen Traubel
Walter Pidgeon
(Release 12/24/54)

PARA.

(Nov. Releases)

WHITE CHRISTMAS
(Color)
Bing Crosby
Danny Kaye
Rosemary Clooney
Vera-Allen
M—120 min.
(Rev. 8/27/54)
VV

(Dec. Releases)

THREE RING CIRCUS
(Color)
Oean Martin
Jerry Lewis
Joanne Oru
Za Za Gabor
C—104
(Rev. 10/21/54)

REPUBLIC

MAKE HASTE TD LIVE
Dorothy McGuire
Stephen McNally
Mary Murphy
D—90 min.
(Rev. 4/1/54)
(Release 8/1/54)

JOHNNY GUITAR
(Color)
Joan Crawford
Sterling Hayden
Mercedes McCambridge
Scott Brady
D—110 min.
(Rev. 5/5/54)
(Release 8/23/54)

THE OUTCAST
John Oerek
Joan Evans
D—90 min.
(Release 8/23/54)

ROOGIE'S BUMP
Robert Marriot
Ruth Warrick
B'klyn Dodgers
C—71 mln.—(5310)
(Rev. 9/16/54)
(Release 8/25/54)

TOBOR THE GREAT
Charles Drake
Karin Booth
SF—77 min.—(5309)
(Rev. 8/31/54)
(Release 9/1/54)

THE SHANGHAI STORY
Ruth Roman
Edmond O'Brien
D—90 min.—(5311)
(Rev. 9/24/54)
(Release 9/1/54)

RKO

THIS IS MY LDVE
(Color)
Linda Darnell
Rick Jason
Dan Duryea
Faith Domergue
D—91 min.
(Rev. 9/30/54)
(Release 11/11/54)

CATTLE QUEEN OF MONTANA
(Color)
Barbara Stanwyck
Ronald Reagan
Gene Evans
Lance Fuller
(Release 11/18/54)

HANSEL ANO GRETEL
(Color)
Kinemins
75 min.

UNOERWATER!
(Color)
Jane Russell
Gilbert Roland
Richard Egan
Lori Nelson

THE AMERICANO
(Color)
Glenn Ford
Ursula Thiess
Frank Lovejoy
Cesar Romero
Abbe Lane

20TH-FOX

(Nov. Releases)

THE BLACK WIDOW
(Color)
Ginger Rogers
Van Heflin
Gene Tierney
George Raft
D—95
(Rev. 10/28/54)
CS-Ss, Ms or Os

DESIREE
(Color)
Marlon Brando
Jean Simmons
Merle Oberon
Michael Rennie
D—95 min.
(Rev. 11/17/54)
Cs-Ss, Ms or Os

(Dec. Releases)

WHITE FEATHER
(Color)
Robert Wagner
Terry Moore
Oale Robertson
Jeffrey Hunter
CS-Sa, Ms or Os

THERE'S NO BUSINESS LIKE SHOWBUSINESS
(Color)
Marilyn Monroe
Ethel Merman
Dan Dailey
Donald O'Connor
Mitzi Gaynor
Johnny Ray
CS-Ss, Ms or Os

UNITED ARTISTS

(Oct. Releases)

THE BAREFOOT CONTESSA
(Color)
Humphrey Bogart
Ava Gardner
Edmond D'Brien
D—128 min.
(Rev. 9/27/54)

SITTING BULL
(Color)
Dale Robertson
Mary Murphy
J. Carrol Naish
WD—105 min.
(Rev. 9/8/54)
CS—Ss, Os

THE LITTLE KIDNAPPERS
Jon Whitely
Vincent Winter
Ouncan MacCrea
D—93 min.
(Rev. 8/18/54)

OPERATION MANHUNT
Harry Townes
Jacques Aubuchon
D—77 min.
(Rev. 10/28/54)

(Nov. Releases)

TWIST OF FATE
Ginger Rogers
Jacques Bergerac
D—89 min.
(Rev. 11/9/54)

SHIELD FDR MUROER
Edmond O'Brien
John Agar
D—80 min.

THE WHITE ORCHARD
(Color)
William Lundigan
Peggie Castle
O—81 min.

YOU KNOW WHAT SAILORS ARE
(Color)
Akim Tamiroff
Donald Sinden
C—85 min.
(Rev. 11/9/54)

SNOW CREATURE
Paul Langton
Leslie Oenison
70 min.
D—70 min.
(Rev. 11/15/54)

UNIV.-INT'L

(Nov. Releases)

BENGAL BRIGADE
(Color)
Rock Hudson
Arlene Oahl
Ursula Thiess
(Rev. 10/22/54
O—87 min.

FOUR GUNS TO THE BORDER
(Color)
Rory Calhoun
Coleen Miller
George Nader
(Rev. 9/2/54)
O—83 min.

RICOCHET ROMANCE
Marjorie Main
Chill Wills
Rudy Vallee
C—80 min.
(Rev. 10/28/54)

(Dec. Releases)

THE YELLOW MOUNTAIN
(Color)
Lex Barker
Mala Powers
O—87 min.

THE SIGN OF THE PAGAN
(Color)
Joff Chandler
Jack Palance
Rita Gam
D—92 min.
(Rev. 11/9/54)
CS—Ss

WARNERS

DRUM BEAT
(Color)
Alan Ladd
Audrey Dalton
Marisa Pavan
D—111 min.
(Rev. 11/8/54)
(Release 11/13/54)
CS-Ss

TRACK OF THE CA
(Color)
Robert Mitchum
Diana Lynn
Tab Hunter
D—102 Min.
(Rev. 11/12/54)
(Release 11/27/54
CS-Ss

(Re-release)
SARATOGA TRUNK
Gary Cooper
Ingrid Bergman
Flora Robsen
D—135 min.
(Rev. 11/9/54)
(Release 12/11/54)

(Re-release)
THE BIG SLEEP
Humphrey Bogart
Lauren Bacall
Martha Vickers
Dorothy Malone
D—114 min.
(Rev. 8/13/46)
(Release 12/11/54)

THE SILVER CHALICE
(Color)
Virginia Mayo
Pier Angeli
Jack Palance
Paul Newman
Walter Hampden
(Release 12/25/54)
CS -Ss

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 103 NEW YORK, U. S. A., TUESDAY, NOVEMBER 30, 1954 TEN CENTS

Prods Agency

Zenith Asks Toll TV 'OK' By FCC Now

New Petition Suggests Eliminating Hearings

WASHINGTON, Nov. 29.—Zenith Radio Corp. today requested the Federal Communications Commission to authorize immediate commercial operation of subscription television by properly equipped TV stations.

The request took the form of a petition substituting for one filed in February, 1952. It pointed out that the Commission has legal authority to expedite subscription operation by granting a simple modification of existing TV station licenses without prolonged formal hearings.

The petition asserted that public interest would best be served by eliminating prolonged hearings which might

(*Continued on page* 7)

FCC to Hear Opposition

By Staff Correspondent

WASHINGTON, Nov. 29.—Federal Communications Commission officials asked to comment on Zenith Radio's petition for immediate authorization of subscription television without hearings said that the Commission had never authorized a new service without first affording some opportunity for adverse comment, if any, to be expressed.

This has taken the form either of scheduling public hearings or of in-

(*Continued on page* 7)

Says Telemeter Could Aid Minor Leagues

Special to THE DAILY

HOUSTON, Tex., Nov. 29.—Telemeter offers organized baseball the best means of promoting its own financial interests and of protecting minor leagues against attendance losses caused by telecasts of major league games, it was stated here by Paul MacNamara, vice-president of International Telemeter Corp., in an address delivered at the annual conven-

(*Continued on page* 6)

Broadway First Runs Pull Heavy Holiday, Post Holiday Grosses

Thriving business was done along Broadway here last week, with the Thanksgiving holiday weekend lending fine support. Outstanding attractions included "White Christmas," "Desiree" and "The Last Time I Saw Paris."

Jackie Gleason on stage at the Paramount and "Drumbeat" on the screen was expected to hit a resounding $116,000 for the second week. Among off-Broadway attractions, "Aida" registered an estimated sturdy $22,400 for its third week at the Little Carnegie.

Heavy Broadway business was reflected in major circuit situations throughout the country, according to

(*Continued on page* 8)

IMPDAA To Mull Exhibitor Members

The possibility of exhibitors joining the Independent Motion Picture Distributors Association of America will be discussed by the association's membership at a closed meeting which will be held here today, it was announced by IMPDAA.

The group is also expected to discuss the present status of the Federal

(*Continued on page* 8)

Sales Managers Show

CORDIAL REACTION TO LICHTMAN PLAN

See No Objections to Round Table Parley At Initial Session; To Set Date Shortly

By MURRAY HOROWITZ

Initial reaction of sales managers to the Lichtman plan, calling for a round table industry trade conference, was described as favorable following a meeting here yesterday of the sales managers committee of the Motion Picture Association of America.

The meeting, convened one day ahead of schedule, heard the author of the proposal, Al Lichtman, 20th Century-Fox distribution director, outline his plan. It was felt, however, that further discussions would have to be held, a good part of yesterday's discussion being devoted to the arbitration issue.

Optimism Seen General

Optimism on the realization of the round table proposal was expressed by one sales manager who said that he knows of no distribution company which would not welcome a meeting with exhibitor leaders on common industry problems. He went on to say that as far as he could see all that remains to materialize the Lichtman plan is the setting of a date.

The Lichtman proposal, calling for a meeting of company presidents, sales managers and exhibition leaders, received its first presentation to sales managers yesterday. Indications are that although some company presidents may not attend the projected conference, their respective representatives would be appointed to act as delegates. Further indications are that

(*Continued on page* 8)

Theatre Lawyers to Meet Prior to NYC Tax Appeal Hearing

New York City exhibitor attorneys will meet tomorrow morning at 11 a.m. in the O'Brien, Driscoll & Raftery law offices to discuss their appeal arguments of the city's five per cent amusement tax which will be presented in Brooklyn's Appellate Division, Second Department, Supreme Court by Edward C. Raftery later in the day.

Five jurists, of the seven assigned to the high court, will be on the bench to hear Raftery and Assistant Corpo-

(*Continued on page* 6)

Adv.-Research Fund Included

Rhoden, at N. T. Conclave, Outlines 4-Point Program

By Staff Correspondent

HOLLYWOOD, Nov. 29.—Newly-elected National Theatres president Elmer C. Rhoden today outlined a four-point business program to 89 company members attending the circuit's first divisional convention since 1952. The convention will run through Wednesday.

Rhoden placed first emphasis on a half-million-dollar advertising-research fund allocated to finance research into such matters as determining relative values of advertising media now in use, research on value of premiums, recreation habits, admission prices, advertising budgets, and public tastes.

Point two provides for a travelling

(*Continued on page* 8)

NT in Tribute to Charles Skouras

LOS ANGELES, Nov. 29.—Divisional conferees at the National Theatres meeting today adopted a resolution in memory of the late Charles P. Skouras, president, which reads in part:

"He was a great man, but most of all he was our friend, and through his great heart, his thoughtfulness and his generosity the future welfare of all of us and our families is secure and assured."

Move Ahead On Arbitration

A meeting between the distribution and exhibition arbitration committees "to settle the one remaining problem on arbitration" is now being arranged, it was announced here yesterday following a meeting of the sales managers committee of the Motion Picture Association of America.

The meeting, initially called with the intention of devoting most of the time to the Lichtman round table conference plan, got so engrossed in the arbitration issue that a later meeting, as yet unscheduled, on the Lichtman plan had to be planned.

The official announcement did not

(*Continued on page* 8)

Personal Mention

JOHN DAVIS, managing director of the J. Arthur Rank Organization, is due in New York today from Toronto, and is scheduled to leave here on Friday for England.

•

SAMUEL GRAD, son of MAURICE GRAD, Columbia Pictures short subjects sales manager, is the father of a daughter born Thanksgiving Day at Maimonidies Hospital, Brooklyn.

•

NATHAN SALAND, president of Mercury Film Laboratories, became a grandfather Saturday when a son was born to his daughter-in-law, MRS. BARBARA SALAND.

•

CYRIL EDGAR and CYRIL JAMES, directors of the Walt Disney British organization, and ARTHUR ALLIGHAN, publicity director, have arrived here from London for product conferences.

•

EDWARD L. FABIAN and LOUIS R. GOLDING, of Fabian Theatres, have returned to New York from Albany and other upstate points.

•

C. ADLERSTRAHLE, manager of Westrex Scandinavia, AB, has returned to Stockholm, Sweden, from New York.

•

HENRY SALOMON, documentary writer, has returned to New York from Europe.

•

N. M. BERMAN, head of Tempean Films, Ltd., will leave here today for London via B.O.A.C. Mayflower.

•

SIDNEY KAUFMAN, of Grand Prix Films, has left New York for the West Coast.

•

ROUBEN MAMOULIAN has arrived in New York after having spent the Thanksgiving weekend in Washington.

•

JAMES JEWEL, British actor, is scheduled to arrive here tomorrow from London via B.O.A.C. Monarch.

UA 'Cruz' Campaign Aimed at Magazines

A national magazine advertising campaign designed to reach a combined readership of 185,000,000 has been set in behalf of Hecht-Lancaster's "Vera Cruz," the first film to be released in Superscope, it was announced yesterday by Francis M. Winikus, UA's national director of advertising, publicity and exploitation.

The campaign will spot color displays ranging from half to full-page advertisements in "This Week," "Metro Comics," "Look," "Life," "American Weekly," "Seventeen," and "Redbook."

Two in Dec. from AA

Allied Artists will put two films into national release during December, it has been announced by Morey R. Goldstein, vice-president and general sales manager. "Tonight's The Night" goes out on Dec. 5.

Expect 350 Plus At Boston MGM Ticket Workshop

Advance reservations for seats at the Boston "Ticket-Selling Workshop" to be conducted by Mike Simons, director of customer relations for M-G-M, at the Bradford Hotel on Monday already is in excess of 350, according to M-G-M's Boston branch manager Benn Rosenwald.

Official count at Pittsburgh on Oct. 28 was 304 and at Indianapolis on Nov. 16 was 324.

"We anticipate that our 'workshops' will attract between five and six times the attendance of the average exhibitor convention in almost any territory in the country," Simons said. He has already started a campaign to encourage exhibitor organization leaders to include an hour or two, a half day, even a full day of ticket-selling activities in their plans for future conventions. "We hope the idea catches on," he said, "because numerous exhibitors have expressed the desire that this be done."

Sees Attendance Encouraging

One of the most encouraging things about M-G-M's workshops at Pittsburgh and at Indianapolis, added Simons, is that while attendance by small-town exhibitors was more than satisfactory, the big-city, first run and key town representation was exactly 100 per cent in both cases. Not one important theatre interest was unrepresented at either meeting, a final check of the attendance shows.

The Workshops are designed to fit the territories in which they are held, with features included for large and small town exhibitors alike.

Picket Albany House On 2-Men-in-Booth

ALBANY, Nov. 29.—Local No. 14, Stage Workers Union, IATSE, drew a picket line in front of Paul Wallen's Grand at the weekend, in a dispute over the number of men to be retained. The union held out for two, the unit employed for sometime.

The management, insisting that one was sufficient, refused to accept the substitute planned in switch-overs which followed the retirement of Henry Harris at the Stanley Warner Strand, after 52 years service in various houses.

Dispute Over Successor

A Grand worker was slated to move to the Ritz as successor for an employee who took over Harris' job, and the Grand was to get another man.

Wallen balked, claiming the latter was not on the payroll and was not required. The union thereupon started to picket.

The controversy was said to be the first that resulted in picketing here since an incident at the old Capitol in 1935.

The Grand's business and physical requirements do not warrant employment of two stage workers, Wallen contended. He leased the three-floor "B" first-run from Fabian last September, after serving as its manager for six years.

MGM's Pete Smith Retires Permanently

HOLLYWOOD, Nov. 29. — M-G-M producer Pete Smith, who returned to that studio to complete 10 films for 1955 after retiring nearly a year ago, left the studio permanently today after finishing that commitment. Smith said he intends to spend several months on a fishing expedition in Mexican waters, and is undecided about reengaging in production thereafter, although he has several offers.

Amer. Fund to Honor Skouras on Jan. 5

Spyros P. Skouras, president of 20th Century-Fox, will be honored at a dinner concert sponsored by the American Fund For Israel Institutions "in recognition of his leadership on behalf of Israel through the American Fund," Simon H. Fabian, head of Stanley Warner and Fabian Theatres and chairman of the dinner concert committee, announced here yesterday. The affair will be held on Jan. 5, at the Waldorf Astoria Hotel.

Over 400 civic leaders have joined the sponsors committee.

Mexican Production Near 110 in 1954

MEXICO CITY, Dec. 29.—Picture production in Mexico this year by Mexicans and foreigners, most of the latter Americans, will be at least 110, a near-new high, the trade now estimates. That calculation is based upon the fact that production in 1954 up to Nov. 24 was 103—of which Americans made seven. The Mexican pictures included 15 "quickies"—films made in two weeks each.

The seven pictures cost the Americans some $1,120,000, the trade says. Trade talk is that the Americans did not pay extraordinarily well for studios, locations and technicians though they used them much longer than the Mexicans.

Schaefer Sets Dates For 'Day of Triumph'

Tyler, Tex., will be the world premiere setting for James K. Friedrich-Century Films' Biblical drama "Day of Triumph," under a deal negotiated with Interstate Theaters by distributor George J. Schaefer. It will have its first public showing at Tyler's Tyler Theater on Dec. 17.

Houston will be the scene of the picture's first key city roadshow engagement at the Kirby Theater on Dec. 24.

Brandt Acquires Loew's 86th Here

Brandt Theatres has acquired the Loew's 86th Street Theatre here.

The Loew's 86th, now to be known as Brandt's 86th Street Theatre, was one of the theatres which Loew's had to divest under terms of its consent decree.

Vogel Co-Chairman Of FJP Campaign For 1954-1955

Chairmen of the various committees of the amusement division of the 1954-55 fund raising drive of the Federation of Jewish Philanthropies of New York were announced yesterday by Adolph Schimel, vice-president and general counsel of Universal Pictures, who is division chairman of this year's drive. Joseph Vogel has been named associate chairman.

Joseph Vogel

Spyros Skouras is chairman of special gifts; Harold Rinzler, chairman of the exhibitors committee; Saul Jeffee, laboratories; Abe Dickstein, film exchanges; Walt Framer, broadcasting and television; Irving Caesar, Carl Haverlin and Mitch Miller are heading the recording companies and music publishers; Nat Lefkowitz, actors and agents; Oscar Hammerstein II, legitimate theatres; Morris Jacobs, ticket brokers, and Jack Alicoate, publicity.

Federation is seeking $16,950,000 this year for the support of its 116 medical and social welfare agencies, hospitals, child care and family service agencies, projects for the aged, community centers and camps, religious education, vocational guidance and rehabilitation services. A special industry-wide function will be held early in January.

'20,000' to Bow in St. Louis Dec. 25

Loew's Orpheum Theatre in St. Louis will unveil its CinemaScope on Christmas Day with the premiere presentation of Walt Disney's "20,000 Leagues Under the Sea." The theatre will close down a few days prior to the premiere to undergo refurbishing and the installation of the CinemaScope screen and stereophonic sound.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
Color by Technicolor - A Paramount Picture
and SPECTACULAR STAGE PRESENTATION

STARTS TOMORROW
WARNER BROS. present
ROBERT MITCHUM · TERESA WRIGHT
in WILLIAM A. WELLMAN'S
Track of the Cat
CINEMASCOPE · WARNERCOLOR
PARAMOUNT B'WAY AT 43rd ST.

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News Roundup

Byrne Holds One-Day Meet

John P. Byrne, eastern M-G-M sales manager, has completed a one-day meeting with district and branch managers under his supervision, when plans for the next four months were discussed. Attending were Herman Ripps, assistant to Byrne; Saal Gottlieb, Greater New York district head; Lou Formato, Philadelphia district manager; Lou Allerhand, New York and New Jersey manager; Phil Gravitz, New Haven; Benn H. Rosenwald, Boston; William Madden, Philadelphia; Jack Goldberg, Albany, and Jack Mundstuk, Buffalo.

■

Atlanta Dinner Dec. 6.

The annual Wilby-Kincey-Harrison-Padgett steak dinner, honoring film exchange employees, will be held Dec. 6 at the Capital City Club in Atlanta.

■

N.C. Theatre Firm Formed

The Lumbee Theatres, of Lumberton, N. C., has been granted a charter of incorporation to establish, own and operate theatres in North Carolina.

■

Olmstead Studio to Open

Olmstead Sound Studios, set up to handle all types of sound recording, will open officially here Thursday with a reception for the press and business leaders.

■

Three Winners in UA Drive

United Artists' Washington, St. Louis and Salt Lake City branches have taken first place in their respective groups in the fourth week of the second lap of the Robert S. Benjamin Drive.

Fights Net $5,000 to Albany V.C. Tent

ALBANY, Nov. 29.—Albany Variety Club officers, reporting a record high of 1,800 persons at its second annual inter-city boxing championships, in Mid-City Arena, expected to net about $5,000 from the sale of tickets and advertising space for its Camp Thatcher drive. An hour of the show was telecast over ABC network, under the auspices of a cigar company.

The committee included Chief Barker George H. Schenck, former Chief Barker Charles A. Smakwitz, Irwin Ullman, Ben Becker (AAU district president), Charles Ryan and Eddie Perrone.

Billboard Truck Is Banned in Memphis

MEMPHIS, Nov. 29. — Memphis censorship has taken a new turn. Police Chief MacDonald banned from Memphis streets a truck decorated with billboard advertising a Memphis-banned picture, "The She-Wolf," which is now showing in the Sunset Drive-in, across the Mississippi River from Memphis in West Memphis, Ark.

Bob Kilgore, Sunset manager, said he might defy police, let the truck driver be arrested and test the case in court.

"The billboard on the side of the truck has a life-size picture of a half-nude girl," said Chief MacDonald.

He said the policy of the police in the future would be to forbid billboard advertisements of pictures banned in Memphis.

Five Best Sellers Belong to 20th-Fox

Five 20th Century-Fox properties are among the best selling books in the United States, according to the New York Times Book Analysis, the film company reported here yesterday.

The five properties are "Katherine," "Soldier of Fortune," "The View From Pompey Head," "Good Morning, Miss Dove" and "Prayers of Peter Marshall."

CANADIAN EXHIBITORS TO RAISE $50,000 FOR PRESS RELATIONS

TORONTO, Nov. 29.—The curtain has rung down on the series of Canadian trade conventions here. The annual awards banquet of the Canadian Picture Pioneers was staged under the chairmanship of president Nat A. Taylor to honor Jack Arthur as "The Pioneer of the Year."

Prior to the function in the King Edward Hotel, the day had been featured by a number of important industry announcements as well as the 13th annual meeting of the Motion Picture Theatres Association of Ontario, at which the week's proceedings were reviewed.

One development was the adoption of a two-year test plan for a central public-relations committee under the direct auspices of the Motion Picture Industry Council of Canada with promised support by all branches of the business. This project replaces the Canadian Motion Picture Institute which had been proposed by Nat Taylor, who was appointed organizing director. Eventually, the committee will have directors from the distributors, exhibitors and other groups.

The objective is to raise $50,000 for the improvement of relations with the press, radio, magazines and appropriate organizations, the film exchanges being expected to contribute $15,000. The plan calls for theatre owners to cover a voluntary assessment amounting to five cents per seat or car.

Morris Stein of Famous Players announced that 1,086 theatres across Canada had been represented by delegates to the meeting of the National Committee of Motion Picture Exhibitors Associations of Canada and pointed out that the problems of small theatre owners, who formed an essential basis of the industry, had been the main concern of industry representatives.

The Ontario Association, under the presidency of J. D. McCulloch, Petrolia, found itself with 349 paid-up members, of whom 172 were independent exhibitors. at the end of the fiscal year.

Starts Monday

Fabian, Martin, McGee to Address Okla. TOA Meet

Special to THE DAILY

OKLAHOMA CITY, Nov. 29.—Si H. Fabian, president of Stanley Warner Theatres, will be the honored guest at the 37th annual Theatre Owners of Oklahoma convention next Monday and Tuesday at the Biltmore Hotel, here. Fabian, whose circuit operates the Midwest Warner and Sooner here, will be saluted at the TOO "star showmanship" banquet, set for the closing night of the two-day meeting, and will make the only banquet talk.

Also sparking the parley will be Pat McGee, Theatre Owners of America vice-president, who will come from Denver to give the keynote address at the Monday luncheon. U. S. Senator Kerr will be a special guest at this event. Morris Loewenstein, TOO president and convention general chairman, will preside at this session.

Martin to Be Honored

E. D. Martin, Columbus, Ga., new TOA president, will be honored at the president's luncheon on Tuesday, with Paul Stonum, Anadarko, TOO board chairman, presiding.

Special guests at the convention will be Burton Robbins, New York, National Screen vice-president; Ray Colvin, St. Louis, TEDA executive director; John Rowley, TOA vice-president and first assistant chief barker of Variety Clubs International, and R. J. (Bob) O'Donnell, Interstate circuit executive, both of Dallas; O'Donnell will discuss COMPO, the Will Rogers Memorial hospital program, and will emcee the banquet. Rowley, who also is a member of TOA's production fund-raising committee, will discuss the new TOA project, and will attend the annual membership meeting of Variety Tent No. 22 on Monday, at which time 1955 directors will be elected.

Special Guests Invited

Other special guests will include Jack Braunagel, Kansas City, Commonwealth Theatres executive, and George Gaughan, Memphis, TOA's field organizer.

Also meeting at convention-time will be Allied of Oklahoma, the baby organization in Oklahoma. Earl Snyder, Jr., Tulsa, president, said the regular session of the board will go ahead as scheduled because many of the Allied members also are affiliated with TOO. This meeting is set for noon Monday at the Biltmore, too. The group will plan further on its 1955 convention at the Skirvin Tower Hotel here. The parley will be held the last day in February and the first day of March.

Ampex Marketing 4-Way Sound Unit

REDWOOD CITY, Calif., Nov. 29.—A motion picture theatre sound system capable of reproducing CinemaScope magnetic stereophonic sound, single track magnetic sound, single track optical sound and Perspecta-Sound is now being marketed by the Ampex Corp.

In announcing the availability of the new combined optical-magnetic system, Jim Mahon, theatre equipment sales manager, said the price for a complete system, including all facilities for three-track CinemaScope sound, was about equal to the cost of simply replacing the single track optical sound systems still used in many theatres.

'Immortal City' to Favorite of Calif.

Distribution rights to Jerome Cappi's "The Immortal City" have been acquired by Favorite Films of California, of which N. P. "Red" Jacobs is president, for the exchange territories of Los Angeles, San Francisco, Portland and Seattle. Similar arrangements for the handling of this picture in other exchange territories will be made through Buena Vista Film Distribution Company, Inc., as producer's representative.

"The Immortal City" contains many of the first views of the Vatican and the Sistine Chapel to be photographed in color. It is said to have taken three years to film.

File Bankruptcy

OTTAWA, Nov. 29.—Rio Theatre, Weedon, Que., has made an assignment in bankruptcy.

People

Arthur Lockwood, New England exhibitor, has been succeeded by **Joe Cronin,** general manager and vice-president of the Boston Red Sox, as chairman of the executive committee of the Children's Cancer Research Foundation in Boston. Other industry people on the committee are **Martin J. Mullin,** of American Theatres, and **Walter Brown,** chief barker of the New England Variety Club.

¤

Malvin Warshaw, manager of AB-PT's Paramount Theatre in Peekskill, N. Y., has been transferred to the Juliet Theatre, Poughkeepsie. He is being succeeded in Peekskill by **Fielding K. O'Kelly.**

¤

Jimmy Troy of Southeastern Theatre Supply Co., Atlanta, has just become the father of a baby son.

¤

Max Fletcher, manager of the Friendly Drive-in, Andalusia, Ala., and bride, the former **Betty Henderson** spent their honeymoon in New Orleans.

¤

Prichard Hobson has been appointed booker of Republic's Atlanta branch. Meanwhile, **Frances Hopkins** has returned to the Atlanta Republic office after a short stint with Exhibitors Service.

ETHEL
MERMAN

DONALD
O'CONNOR

MARILYN
MONROE

For
Christmas
from 20th!

DARRYL

IRVIN

THER

BUSINE

SHOW I

A 20th CENTU

CINEM

COLOR

"It's

DAN
DAILEY

JOHNNIE
RAY

MITZI
GAYNOR

NUCK presents

ERLIN'S

'S NO

SS LIKE

USINESS

X PRODUCTION

SCOPE

E LUXE

Produced by SOL C. SIEGEL

Directed by WALTER LANG

Screen Play by PHOEBE and HENRY EPHRON

From a Story by LAMAR TROTTI

Lyrics and Music by IRVING BERLIN

Dances and Musical Numbers Staged by ROBERT ALTON

easure to celebrate Xmas with 20th!"

Telemeter

(*Continued from page* 1)

tion of the National Association of Professional Baseball Leagues.

MacNamara, after explaining the system by which money paid into the Telemeter coin boxes to see major league games would be shared percentage-wise by minor league teams whose attendance such telecasts would affect, declared, "An unprecedented era of prosperity for all professional baseball leagues, major and minor," would be experienced.

Theatre Lawyers

(*Continued from page* 1)

ration Counsel Stanley Buchsbaum, who represents the city. The jurists will be selected from a group composed of presiding justice Gerald Nolan, Charles E. Murphy, Frank G. Adel, Henry G. Wenzel, Jr., John MacCrate, Frederick G. Schmidt, and George J. Beldock.

Calendar Crowded

The current exhibitor suit, RKO-Keith-Orpheum Theatres vs. City of New York, No. 477 on the December calendar of the court, had originally been scheduled for yesterday, but was put off a crowded calendar.

Raftery is expected to seek appeal of prior Supreme Court decisions on the grounds that the New York City levy exceeds the authorized five per cent limit as allowed by the State Enabling Act of 1947 and that the tax contradicts a prior Administrative Code provision. Buchsbaum, who had been thwarted in earlier court appearances only by Supreme Court Justice Nicholas M. Pette's injunction order and a subsequent court order upholding the injunction which allows exhibitors to withhold the tax breakage from the city, will argue the legality of the New York City five per cent tax and will cite as examples the amusement and admission taxes levied in other cities and counties throughout the State.

Interest Reported High

New York City exhibitor interest in the appeal arguments is reported to be high as the second payment of the admission tax is due on Dec. 20. The first payment on Sept. 20 saw metropolitan theatremen, who had applied for court permission, withhold the tax breakage from the city tax collector by posting bond. Supreme Court Justice Pette's injunction order will be affected by any ruling which is handed down after both exhibitor and city appellant and respondent motions are heard by the five Brooklyn justices.

Douglas Forms Film, TV Firm

HOLLYWOOD, Nov. 29. — Paul Douglas has formed Senalda Corp. in California to produce motion pictures, stage plays and a television series.

The corporation will have as secretary treasurer, Harold M. Plant, and as vice-president Beverly Ziv.

Television--Radio

with Pinky Herman

WE frankly admit that in our Yonkers High School days, where we hob-nobbed with Sid White and Bill Shakespeare, we found the latter quite difficult to understand. Accordingly, it wasn't till last Sunday (between 4:00-6:00 P.M.) that we finally completely understood (thanks to terrific performances by Judith Anderson and Maurice Evans) "Macbeth." . . . Twenty years ago, when Bert Lown's orchestra was second in national popularity only to Rudy Vallee's Band, Bert lived in North Yonkers, and busy though he was, he still found time to repair toys for the neighborhood children. This, together with his talents as a writer, salesman, organizer and executive, makes him a natural to head the CBS-TV Western office and which influences us to add, "It couldn't happen to a nicer guy." . . . We'll have a chance to interview J. Fred Muggs tomorrow at Dave Garroway's cocktail party at the Hampshire House and learn what all this "Huggermuggery" that's been taking place all week on "Today" is all about. . . . Is Kraft TV Theatre planning to bow out of its Thursday nite slot on ABC in January?

☆ ☆ ☆

Dennis James' "Chance of a Lifetime," audience-participation quizzer, seen Fridays TVia DuMont, will be alternately sponsored by Bromo-Seltzer (Emerson Drug) and Lentheric starting Dec. 10. The show's new feature in which Dennis phones two home-viewers for their predictions of the night's winners, has pulled over 60,000 letters in the past three weeks—a tremendous showing. . . . One of the best-liked announcers in town and an NBC staffer for the past 18 years, Jack Costello will represent the network at the forthcoming Inter-American Announcers Congress to be held at Havana, Cuba, from Dec. 1 thru Dec. 5. . . . Aileen Stanley, rated one of vaude's greatest delineators of song a decade or so ago, is the discoverer and mentor of petite Gina Genardi, who was brought East from Hollywood where she was featured in Frank Sennes' "Moulin Rouge," to appear as the "Singing Princess" in Bob Smith's "Howdy Doody."

Dennis James

☆ ☆ ☆

But a scant three years from his chores as sportscaster over WJR Detroit, Deejay Phil McLean has built up a huge following among Cleveland music lovers via his daily WERE programs and today is considered by Tin Pan Alleyites, a "hit-maker." Other regional hit-makers include Howard Miller (Chicago), Norm Prescott and Bob Clayton (Boston), Martin Block (N.Y.), Bob Horn (Phila.), Bill Randle (Cleveland), Ray Perkins (Denver), Dick Gilbert (Pheonix), Ira Cook, (Los Angeles). Incidentally, a card from Dick Gilbert advises that due to his increased radio sked, he's been obliged to drop his TV programs. . . . Now we think it's darn friendly of Press NBChief Syd Eiges to adorn his outer offices with pictures of Burr Tillstrom's ABCharacters, "Ollie and Kukla." Least Jean Accas can do to reciprocate is hang the likeness of "Howdy Doody" in his ABCubby hole. . . . Walter Herlihy, who acquired his early training in radio at WNAC in Boston, is completing his 12th year as staff announcer with ABC in New York. Like his brother, Ed. Walter is blessed with the gift of gab that caresses the ears and inspires confidence.

Phil McLean

☆ ☆ ☆

Rapid expansion and acquisition of new product has obliged Guild Films after but one year at its present location at 420 Madison Avenue to sign a 10-year lease to occupy the entire third floor (17,000 sq. ft.) of the new Marion Davies Building at 460 Park Ave., N. Y. C. Company's production budget for 1955 will amount to approximately $12,000,000. . . . Observation by Robert Q. Lewis: If TV screens keep growing larger, people will soon have but three walls in their living rooms to paint. . . . Prexy Herbert Pilzer of Circle Film Laboratories has added considerable space on the third floor of 33 W. 60th St., N. Y. C., which will be exclusively devoted to development of color telefilm, utilizing Eastman Kodak Color process entirely.

See Film Costs Cut With TV Monitor Demonstrated Here

A new production technique by which a miniature Du Mont "Tel-Eye" television camera, mounted on a 35mm. motion picture camera, gives film directors and their crews instantaneous duplicate TV pictures of scenes being shot by the film camera, has been jointly developed by RKO-Pathe and Allen B. Du Mont Laboratories.

The synchronized production development was demonstrated here yesterday at the seventh national conference of the Public Relations Society of America at the Roosevelt Hotel.

The Du Mont "Tel-Eye" camera enables a film director and his crew to see at a glance all that is occurring on the set and is expected to eliminate expense and delay in awaiting the daily "rushes," according to Jay Bonafield, executive vice-president, and Sidney Kramer, general sales manager, for RKO-Pathe, Inc.

Better Control of Shooting

A monitor is conveniently placed on the set and as the camera swings about, the director and all others concerned have a cameraman's view of the proceedings and have a complete control of the shooting at all times, it was said.

While still in the development and research stages, Bonafield and Kramer said that the new "Tel-Eye" techniques will be used by RKO-Pathe to "facilitate production."

DCA's Lineup to Alliance of Canada

James L. Smith, president of Alliance Films, Ltd., of Canada, has concluded negotiations with Fred J. Schwartz, president, and Charles S. Boasberg, general manager of Distributors Corp. of America, for the Canadian franchise of the DCA product.

All pictures produced for DCA, or acquired by it for U. S. distribution, will be handled in Canada by Alliance Films. First major production to be released under the DCA-Alliance banner will be "Long John Silver," in CinemaScope and Technicolor, produced by Joseph Kaufman, and starring Robert Newton in the title role. "Long John Silver" will be put into release shortly after the first of the year.

Smith announced that his company would open its own Calgary branch in the immediate future. Several additions and changes in Alliance personnel are expected to be announced in the near future.

Alliance Films recently took over distribution for all of Canada with the exception of Ontario of the Astral Films product of I. H. Allen.

Elect Tiesler a V-P Of L & N Studios

John A. Norling, president of Loucks & Norling Studios, Inc., here, has announced a change in officers and directors.

Hans Tiesler, for the past three years associate producer, has been elected vice-president and a director of the company. He replaces Wil Marcus, who has resigned his executive position but will retain connection with the company on a consulting basis.

Zenith Asks Toll TV 'OK'

(*Continued from page* 1)

delay introduction of subscription television, and cited instances of matters which were not settled until after years of consideration. It then outlined three alternative procedures, by which the Commission could take this action within the scope of its present authority.

Zenith said that establishment of subscription television would make possible a new and better kind of programming that will not duplicate or interfere with present commercial programs. It would also restore to home TV many important events, such as grand opera and championship fights, which have been lost to theatre TV or blacked out altogether, the petition said.

The company said that subscription TV would not replace present programs or equipment. Instead, it would put first-run movies, heavyweight championship fights, Metropolitan Opera, Broadway openings, a variety of top sports events, and other major box office entertainment into subscriber homes on the same TV receivers with which they watch commercially sponsored programs.

In particular, subscription television would make possible the showing of top Hollywood movies, Zenith said. These, and other important box office events are now denied to the home television audience because their production costs are too high for advertising sponsorship, it added.

According to Zenith, if subscription TV is approved the public will be able to see box office events in the home at a fraction of the cost of attending them in person, or of seeing them in a TV equipped theatre. From the standpoint of the producers of fine entertainment, the payment of only a few cents per person in millions of homes would provide a box office to finance those fine and costly productions which can not now be seen in the home, it said.

Sees Education Aided

Subscription television would also tend to increase the quantity of educational and public service programs in general. Stations would be able to afford more programs of this nature on a sustaining basis because of their increased income from subscription programs, Zenith stated.

Zenith foresees no reduction in the number of advertising sponsored programs available to the public. The public itself will determine the amount of time it will devote to subscription television, and will pay only for programs that are markedly superior to those supplied by advertisers, the petition stated. Zenith said that the amount of program material of this caliber is small in relation to the airtime requirements of hundreds of TV stations operating 18 hours a day. Consequently, very few stations would devote more than a small percentage of their broadcast time to subscription programs.

The company said that subscription TV would make possible the extension of television service to small towns and many other areas that are unlikely to get service otherwise.

Zenith asked that a subscription service be made available for both UHF and VHF stations and not confined to UHF alone as has been suggested. Increasing the number of stations in existing markets, and establishing new stations in areas not now served by television, would make available to millions of people many advertising-sponsored network programs not now available to them, Zenith said.

Because subscription television is a totally new service, Zenith recommended that detailed rules for its operation be avoided until such time as experience indicates what rules should be made. In the interim, the company said, the FCC has ample power to cope with any abuses.

Much Groundwork to Be Laid

If the FCC approves the petition, it will be many months before subscription TV can be established, Zenith said. Vast problems lie ahead, such as the necessary production and distribution of coding and decoding equipment, installation of this gear at stations and homes and making necessary program arrangements.

Henry Harris Retired

ALBANY, Nov. 29.—Henry Harris, oldest active member of Local No. 14, Theatre Stage Workers Union, and for many years its president, has retired from his position at the Strand and will move in January to Dade City, Fla. He served for 52 years. The IATSE local has planned a testimonial to Harris.

Opposition

(*Continued from page* 1)

viting written comments by interested parties. Should the latter show sufficient opposition to the new service, then the Commission would proceed to schedule a hearing.

The FCC has 14 petitions, including the older one from Zenith, one from Skiatron and 12 from individual stations, asking authorization of subscription television. They have been on file for a period from "months to a year." All will be considered at the same time.

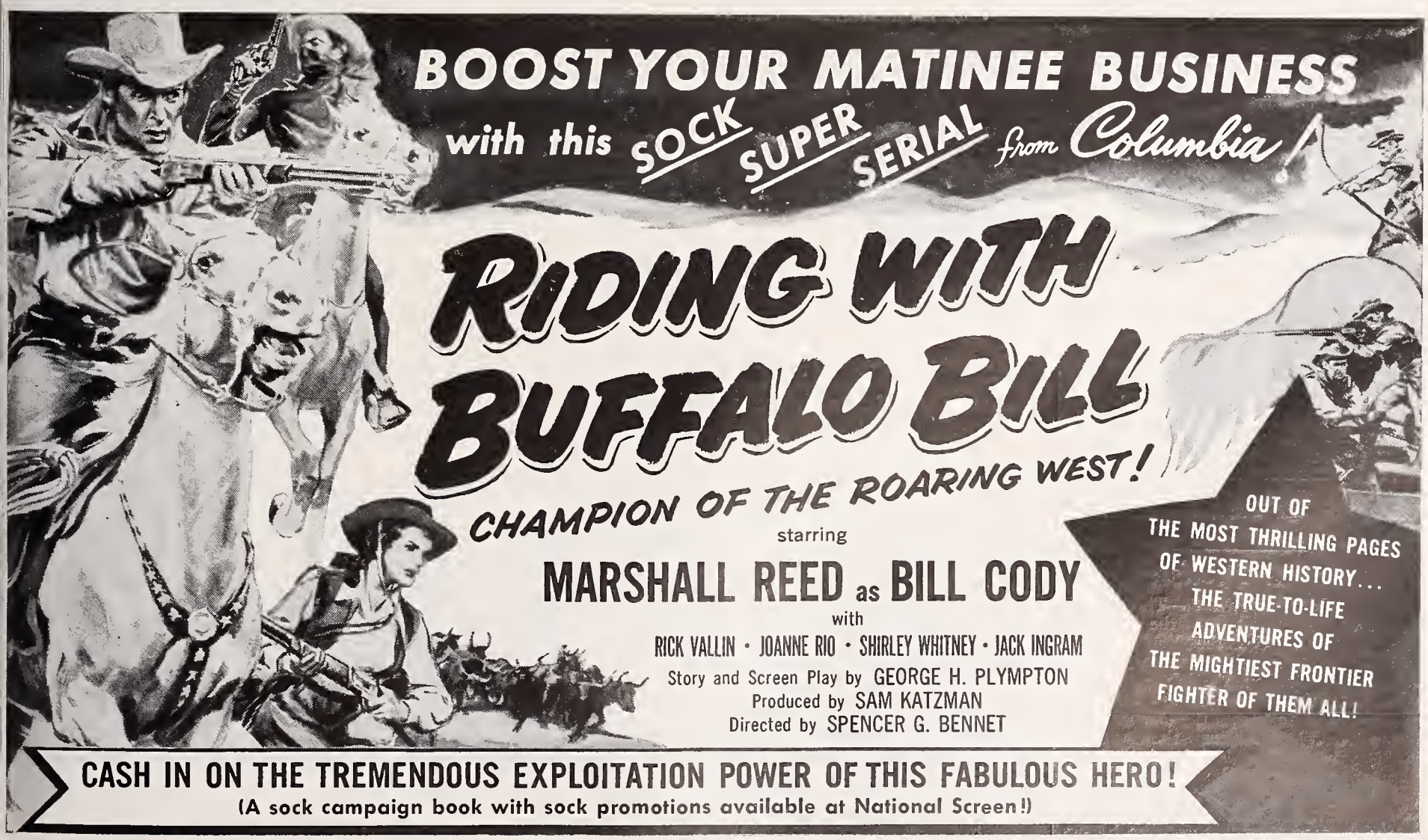
Action Believed Near

Reports that the FCC would take some action within the next month or so in the way of calling for expressions on the subject of toll TV have been published recently. Some observers here feel that Zenith's petition prodding the FCC for immediate action anticipates the reported move by the Commission.

Aim at Male Appeal For 'Six Bridges'

For what is said to be the first time in its history, Universal-International will blanket the men's magazine field in an advertising campaign to reach the largest possible audience for "Six Bridges to Cross," based on the $2,500,000 Boston robbery and starring Tony Curtis, Julie Adams and George Nader.

A total of 11 "male-appeal" publications will be utilized in the campaign, David A. Lipton, vice-president, disclosed.



Rhoden

(*Continued from page* 1)

cavalcade through principal cities dramatizing the industry's first half century, with Hollywood studios cooperating in this project.

The third point covers a proposed incentive plan for theatre managers, district managers and department heads, which would supersede the present campaign-bonus system.

The fourth point contemplates completing the circuit's compliance with the consent decree by January 1, and the application, thereafter, for Justice Department approval to acquire additional theatres.

Bertero Reports on Properties

Vice-president and general counsel John Bertero later told the delegates that NT now has only eight theatres and one theatre-property still to be divested by the year's end. He also said that NT will build drive-ins in areas where they will not conflict with conventional theatres operated by the circuit.

Treasurer Alan May reported the corporation in a strong financial position, mentioning investments in modern equipment and technological systems, including CinemaScope and Todd-AO.

Candy department head Andrew Krappman reported that candy is the best refreshment seller in California, popcorn in the Midwest, and ice cream in Wisconsin.

Enthusiastic Regarding Product

Bert Pirosh, film buyer, said that forthcoming product is better than a year ago by five to one.

Thornton Sargent, NT public relations director, will lead off the Tuesday meeting with details on the half-million-dollar advertising-research program announced today.

IMPDAA

(*Continued from page* 1)

Trade Commission's investigation regarding Italian Films Export activities in the United States and the Motion Picture Export Association's foreign activities.

FTC staff attorneys who have been working on the coupled complaints have about finished their report and recommendations, it was learned, and will announce a decision after the first of the year.

The discussion concerning admittance of "art" exhibitors into the IMPDAA has been under surveillance for some time, it was learned yesterday. The theatremen were excluded under a reorganization of the association by the late Joseph Burstyn when membership was limited solely to the importers and distributors of foreign films.

Launch 'Gangbusters'

BOSTON, Nov. 29.—Thomas F. O'Neil, president of the Mutual Broadcasting Co., the Yankee Network and General Teleradio, Inc., is coming here from the West Coast to attend the "Managers' Roundup Luncheon" to launch the campaign for the world premiere showings of "Gangbusters." O'Neil heads the company which made the film.

Joseph E. Levine, president of Embassy Pictures, is hosting the luncheon for managers, exhibitors, film buyers and bookers, at the Hotel Bradford today.

Hollywood

By Samuel D. Berns

ECHO OF A THANKSGIVING DAY PRAYER:

"Our fathers' God, to thee, author of liberty,"
And under whom we have our freedom, we offer
Our fervent thanks for the good things provided us
By thy bounteous hand, and for thy blessings which
Have made us the best fed, best clad, the best housed
Nation in the world. Amen.

—SAMUEL G. ENGEL

¤ ¤ ¤

INCIDENTALLY: 20th-Fox can well be proud of its producer Sam Engel, whose current schedule includes "A Man Called Peter." A student of theology, the producer also happens to be chaplain of the studio's Post 563 of the American Legion. . . . Cherubusco Studio in Mexico City is putting in a color lab to attract American production. Waiting for color tests and rushes from Hollywood has been a major complaint. . . . The leprechauns are favoring Hollywood, and DCA may hold its world premiere in Glocomorra now that Ella Logan has been signed for the musical cartoon feature version of "Finian's Rainbow." . . . Carl Post, former studio publicist, turned concert pianist and will feature portions of his own "Fantasie for Piano and Strings" in U-I's "Third Girl from the Right." . . . Too Many "Black" titles changes Allied Artists "The Black Prince" to "The Warrior" for Western Hemisphere showings of the Errol Flynn CinemaScoper. . . . Dmitri Tiomkin's hit tune, "The High and the Mighty," was voted out of the Academy running because the lyric wasn't sung in the film. . . . It was Jeff Chandler who rushed to Sammy Davis' bedside for the operation when the colored headliner lost his eye in an auto accident.

¤ ¤ ¤

PRODUCTION SCOPE: Manpower is a priceless commodity, especially when it comes to building a fresh organization. When Fred Schwartz announced that Milton Pickman would be placed in charge of production for Distributor's Corporation of America we were doubly convinced that DCA has a realistic point of view and an ultimate bright future in store. Milton's modesty can account for the fact that he's one of the unsung creators of important film projects. His linking of Ringling Brothers-Barnum & Bailey Circus with DeMille's "Greatest Show on Earth," with more than 20 million $$ world gross already in the till, can be placed in his "big deal" file. Pickman also set up the Wald-Krasna stock purchase by Columbia which earned him a two-year production post at the studio. We remember when he organized a vaudeville department for MCA and later helped form the film department in Hollywood for the agency. The new production topper (brother of Paramount's publicity-advertising dynamo, Jerry Pickman) will be developing a number of important showmanship packages for DCA's Schwartz, Boasberg and Wormser.

Milton Pickman

¤ ¤ ¤

FRANK O. PINYONS: Don Hartman and Steve Broidy's dais delivery at the Screen Publicist's Panhandle dinner will have industry functions begging them for similar guestings. . . . Exotic Lisa Montell's thesping in Warner's "Jump into Hell" and RKO's "Escape to Burma" will jet interest in this new star material. . . . The good old times are back again with Edward G. Robinson going back to Warners to make "Illegal," in a W. R. Burnett screenplay yet. . . . Deborah Kerr's role in Columbia's "The End of the Affair," will make this a four handkerchief picture.

¤ ¤ ¤

DRUM BEATERS: Ava Gardner slipped into some Japanese sandals to start a West to East world flight for "Barefoot Contessa" preems. One glimpse of Ava in this film will have the Tokyo fans singing "Kimono My House." . . . Terrific multi-magazine layouts for Todd-AO's "Oklahoma" are on deck for combined circulation of 25 million. . . . Betty White's NBC-TV show is turning into a great source for picture plugs.

Lichtman

(*Continued from page* 1)

following the conference on general trade problems, exhibition leaders will be asked to confer with individual film companies on problems relating to specific companies.

According to an official MPAA spokesman, a "later meeting" on the round table conference proposal by the sales managers committee will be held. From other quarters, it was learned that the sales managers committee is not expected to meet again before a couple of weeks. The latter source indicated that quite a number of sales managers are expected to be out of town the next week or so on business.

The next meeting of sales managers is expected not only to more fully discuss the Lichtman plan but also to explore a possible agenda for the conference, slated to be held in New York.

Grosses

(*Continued from page* 1)

a poll of circuit executives. A spokesman for American Broadcasting-Paramount Theatres said "we did very well" in most situations. Comments of "good business" were received from spokesmen for Loew's and RKO Theatres.

At the Radio City Music Hall, a big $145,000 was seen for the seventh week of "White Christmas." Close to $60,000 was estimated for the second week of "The Last Time I Saw Paris" at the Capitol, a figure which is considered excellent. A very big $80,000 was forecast for the second week of "Desiree" at the Roxy.

'Star Is Born' Popular

Holding up strong is "A Star Is Born" at the Victoria where a nice $37,000 is predicted for its seventh week. Another good hold-over, "Sabrina," is expected to hit $18,500 for its 10th week.

"This Is Cinerama" remains a champion with $40,000 indicated for its 77th week at Warner.

The first week of "Sitting Bull" opened to a fairly good $33,000, while the fifth week of "Carmen Jones" is due to hit a nice $29,000. At the Astor, "On the Waterfront" is expected to do a fine $20,000 for its 18th week, while a nice $27,000 is forecast for the third week of "Phffft" at the Loew's State.

Among off-Broadway first-runs, "Bread, Love and Dreams" is seen for a good $9,500 for its 10th week.

Arbitration

(*Continued from page* 1)

state what the one remaining problem on arbitration dividing exhibition and distribution is, but according to an earlier statement by Al Lichtman, 20th Century-Fox distribution director, the question of damages in an industry-wide arbitration system remains in dispute.

Attending yesterday's meeting were Adolph Schimel, counsel for the distributors arbitration committee, and Austin Keough, Paramount vice-president and general counsel. Schimel, as reported earlier, is slated to confer with Herman Levy, general counsel for Theatre Owners of America, on Friday, resuming arbitration talks which have been held in abeyance for approximately the last two months.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 104 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 1, 1954 TEN CENTS

'Wide Acceptance'

Zanuck Tells Of C'Scope's UK Progress

Equipment Installations At Rate of 40 a Month

By MURRAY HOROWITZ

A progress report on CinemaScope, highlighting the business "renaissance" ushered in by the medium both in the U. S. and abroad, was rendered here yesterday by Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production.

Darryl Zanuck

Zanuck, who just arrived from a one-week trip to Great Britain, told of the wide acceptance of CinemaScope there by the public, as well as by the producers in Britain and in Europe.

CinemaScope equipment in Britain,

(*Continued on page 6*)

U.S. Seeks 60% Over Italian Limit

Negotiations are under way in Italy to procure for American film companies 60 per cent in remittances over the controversial $4,500,000 yearly "ceiling," a meeting of the Motion Picture Export Association was informed here yesterday.

The projected settlement, initiated in talks conducted by MPEA president Eric A. Johnston, would end a long-standing controversy over the so-called "ceiling" in remittances. Currently representing the MPEA in Rome in talks with Italian officials, it was stated, is Eugene Van Dee, Italian MPEA representative.

Col. to Back Films Made in Britain

LONDON, Nov. 30. — Returning from a two weeks' visit to New York, Columbia's Max Thorpe announces that a considerable share of the $10,000,000 allocation to be made available by the company for financing independent production will be devoted to

(*Continued on page 6*)

ESSENTIALITY OF ADVERTISING STRESSED AT N. T. CONVENTION

By Staff Correspondent

HOLLYWOOD, Nov. 30.—National Theatres advertising-publicity director Thornton Sargent opened today's session of the company's convention with a statement that any curtailment of advertising appropriations by exhibitors at this time would be damaging to the theatre's interests. Sargent said NT's advertising expenditure now is running at 5.4 per cent of gross admission revenue and "it would be foolish to cut flesh from bone" by reduction below that point.

"Advertising and selling is the heart of show business," Elmer C. Rhoden, president of the circuit commented at that point.

Pete Latsis, principal aide to Sargent, spoke on publicity aspects of theatre promotion, declaring news breaks in main news section of newspapers "constitute plus factor beyond ordinary

(*Continued on page 6*)

20th Profit At $5,732,063

The net profit of 20th Century-Fox and subsidiaries for the 39 weeks ended Sept. 25 increased by $4,299,026 over the corresponding period in 1953, the company reported yesterday.

Consolidated net earnings this year were $5,732,063, equal to $2.17 per share, compared with $1,433,037 for the 39 weeks of 1953 when the per share earnings amounted to 52 cents.

Third quarter net earnings this year

(*Continued on page 6*)

Rembusch Feels FCC Will Veto Zenith's Toll TV Petition

Special to THE DAILY

FRANKLIN, Ind., Nov. 30.—An expression of confidence that the Federal Communications Commission will not accede to Zenith Radio's petition to authorize subscription television at once, dispensing with public hearings, was voiced here today by Trueman T. Rembusch, co-chairman with Alfred Starr, of the exhibitors' joint defense committee against toll TV.

T. T. Rembusch

Following is Rembusch's statement:

"Zenith's petitioning the FCC to immediately grant authority for the purpose of carrying toll or coin TV is obviously a tactical move. I am informed by counsel, Zenith's action is not unusual in FCC contests, however,

(*Continued on page 6*)

Disney Sees Television Conflicting Less With U.S. Picture-Going Habits

As television defines its own particular sphere in the American scene, it will conflict less and less with the habits of the picture-going public, Walt Disney said here last night. Speaking at the 1954 Sylvania television awards announcement dinner at the Ambassador Hotel, where his organization received an award, Disney said that both the media of motion pictures and TV, working in cooperation, will find this relationship advantageous. He added that he believed motion pictures would continue to "occupy a very warm and special place in the hearts of the American people."

Walt Disney

Disney said that Americans are a responsive people and that the ideas, knowledge and emotions that come through the TV screens "will most certainly shape the course of the future for ourselves and our children." Disney's entrance into television has been a great "energizer," he said, asserting that "we are all walking faster, acting faster and—I hope—thinking faster than we ever did before."

Odlum Says:

Atlas Wants RKO Deal By End of Year

Reports to Stockholders On Hughes Negotiations

Hope that an understanding may be reached by Dec. 31 between the Atlas Corp. and Howard Hughes whereby Atlas would assume the management responsibility of the inactive RKO Pictures Co. was expressed here yesterday by Floyd B. Odlum, Atlas president, at the company's annual meeting of stockholders in the Ambassador Hotel. In answer to a question as to why Odlum wanted to take over RKO Pictures, which Hughes had planned to dissolve, the Atlas president said that

Floyd Odlum

(*Continued on page 7*)

Arbitration Meet May Be Monday

An early meeting, perhaps next Monday, of the distributors and exhibitors negotiating arbitration committees was forecast here yesterday in trade circles.

The forecast of an early meeting came in the wake of Monday's meeting of sales managers, at which time a report on the progress of arbitration talks was rendered. Next week's joint distributor-exhibitor meeting is ex-

(*Continued on page 6*)

Move for TOA Unit In Salt Lake Today

SALT LAKE CITY, Nov. 30.—Some seventy exhibitors will meet in the Hotel Utah here tomorrow at which time a move will be made to organize the group officially as a unit of the Theatre Owners of America. The group has been functioning here for the past two years. Sidney L. Cohen, Salt Lake exhibitor, will be chairman pro-tem.

Among those present tomorrow will

(*Continued on page 6*)

Personal Mention

E. D. MARTIN, Theatre Owners of America president, is in Salt Lake City today.

•

J. Y. ABE, director and assistant manager of Westrex Company, Orient, and K. KAGARA, recording engineer, have left New York on their return trip to Japan.

•

FRED AUFHAUSER, president of Projection Optics Co., Rochester, has left there with MRS. AUFHAUSER for Texas and Mexico City.

•

JAMES J. LARKIN, theatrical sales representative for B.O.A.C., will leave here tomorrow for London on one of the company's Monarch airliners.

•

VIRGINIA MAYO and her husband, MICHAEL O'SHEA, have returned to Hollywood from New York.

•

MEYER P. BECK, independent producer's representative, will leave here for the Coast tomorrow.

•

MRS. DOUGLAS FAIRBANKS has left New York for London via B.O.A.C. Monarch.

•

LEO GREENFIELD, Buena Vista representative in the Detroit area, has returned there from Albany, N. Y.

Myerberg Plans One Kinemin Yearly

Michael Myerberg, producer of the "Hansel and Gretel" puppet film, said here yesterday that he intends to continue his use of Kinemin film, and hopes to turn out one Kinemin film a year, alternating production between the U. S. and England, beginning in 1956. His next production is to be selected from among "Alladin's Lamp," "The Pied Piper" and a science fiction type story.

While story selection is indefinite at present, he observed that "Alladin," with background music by Rimsky-Korsakoff, may be the product picked for shooting to commence next spring. The films are to appeal to the children's audience predominantly, according to the producer, but he hopes to attract the adult audience as well by "producing films as the work demands"; that is, "selecting the original material of the author, not departing from it, but capturing the author's writing in motion picture form, without altering it to suit any particular audience."

Myerberg expressed his eventual hope of including science fiction and tragic drama as story material for his Kinemin films.

Marton Leaves M-G-M

HOLLYWOOD, Nov. 30. — Andrew Marton, director probably best known for his work in "Mrs. Miniver" and "King Solomon's Mines," has requested and received release from his contract with M-G-M.

Brotherhood Dinner Will Honor Rubin

J. Robert Rubin, general chairman of the Amusement Division of the National Conference for years, will be honored at a dinner at the Waldorf-Astoria Hotel here, Jan. 13, to mark the opening of the 1955 Brotherhood Week campaign, John H. Harris, national campaign chairman, disclosed yesterday.

J. Robert Rubin

Rubin, former vice-president and general counsel of Loew's-MGM, organized the Amusement Division of the Conference 17 years ago and has been largely responsible for its continuation and expansion since. The division now is recognized as the most effective medium for disseminating the Brotherhood doctrine in the country.

Harris is now engaged in forming a dinner committee designed to be representative of every branch of the industry.

47 Accept Posts in Brotherhood Week

Forty-seven industry leaders have accepted posts as national associate chairmen and members of the 11 regional committees of the National Conference Drive in observance of Brotherhood Week for 1955, it was announced by John H. Harris, national chairman of the Amusements Division of the campaign.

Among those who will head the regional groups marshalling nationwide support for the Brotherhood Drive are Jack Beresin, national associate chairman for Pennsylvania, Delaware, Ohio, Maryland and the District of Columbia; Simon Fabian, New York, Connecticut, New Jersey; Theodore R. Gamble, Montana, Idaho, Utah, Oregon, Washington; Rotus Harvey, Arizona, California, Nevada; Robert Hoff, Missouri, Iowa, Kansas, Nebraska, and John F. Jones, Michigan, Illinois, Minnesota, Wisconsin.

Also M. A. Lightman, Mississippi, Tennessee, Arkansas; Robert J. O'Donnell, Texas, Louisiana, Oklahoma, New Mexico; F. H. Ricketson, Jr., North Dakota, South Dakota, Colorado, Wyoming; Robert J. Wilby, North Carolina, South Carolina, Georgia, Alabama, Florida, and Marc Wolf, Kentucky, Virginia, West Virginia, Indiana.

Committee Members Named

Industry executives who will assume posts as committee members of the regional groups include James Balmer, Pittsburgh; Jay Emanuel, Philadelphia; Meyer Fine, Cleveland; Rube Shor, Cincinnati; Abe Lichtman, Washington; Joseph Grant, Baltimore, and Roy Wells, Dayton.

Also Walter Reade, Jr., Joseph Seider, Harry Brandt, Gerald Shea, Spyros S. Skouras, Montague Salmon, Samuel Rinzler, New York; Harry Feinstein, New Haven; Marvin Jacobs, Buffalo; Charles Smakwitz, Albany; Frank Newman, Seattle; Ben Goffstein, Las Vegas; Harry Arthur, Jr., Los Angeles; James Arthur, St. Louis; Myron Blank, Des Moines; Clive Waxman, Grand Rapids; Benny Berger, Minneapolis; Hugo Vogel, Milwaukee, and Monty Gowthorpe, Detroit.

Also Arthur Lehman, Jackson, Miss.; Robert Talbot, Tulsa; M. Lowenstein, Oklahoma City; E. V. Richards, Jr., New Orleans; Mike Kincey, Charlotte; Mitchell Wolfson, Miami; Leon Netter, Jacksonville; Richard Kennedy, Birmingham; Sam Switow, Louisville, and Morton Thalhimer, Richmond.

Brotherhood Week, annually sponsored by the National Conference, promotes understanding and cooperation among Americans of all faiths.

NYC Tax Appeal Hearing Today

The New York City exhibitor tax appeal of the city's five per cent amusement levy will be argued in the Brooklyn Supreme Court, Appellate Division, Second Department, this afternoon before justices Frank G. Adel, Charles E. Murphy, John MacCrate, Frederick G. Schmidt and George J. Beldock.

The exhibitor suit, RKO-Keith-Orpheum Theatres, et al, vs. City of New York, No. 477 on the court's calendar, is expected to be heard about 3:00 p.m.

Sell Latin-Am. Films Singly, Wolfe Urges

A plea to Warner Brothers managers from Central and South America to market each picture on its merits, after a local screening, rather than to try to sell a whole season's lineup, or groups of films, was voiced in Mexico City recently by Wolfe Cohen, president of Warner International.

In this manner, said Wolfe, both the sales force and exhibitors will be able better to evaluate each release in accordance with its adaptability to theatre conditions, play-dates, admission prices and type of promotion campaign.

'Chalice' Date on CBS

The name of the town to which will be awarded the privilege of conducting the world premiere of Warner Brothers' "The Silver Chalice" will be announced Friday on Art Linkletter's "House Party" TV and radio program over the CBS network. The program is heard here on TV from 2:30 to 3 P.M. and is repeated on the radio web from 3:15 to 3:45 P.M.

Bader a V-P

David A. Bader, who recently joined Atlantic Television Corp., as general sales manager, has been named vice president of the company, it was announced by R. M. Savini, president.

New Goldwyn, Jr. Co. Plans 3; UA to Release the First

Samuel Goldwyn, Jr., has announced that he has formed his own independent motion picture production company, and at the same time, it was announced by Arthur B. Krim, president of United Artists, that his company had signed a releasing deal for Goldwyn, Jr.'s first picture.

Goldwyn, Jr., has acquired three properties to be produced during 1955. They are "Sharkfighters," an original screenplay by Jo and Art Napoleon based on an incident of naval heroism in World War II; "Linnett Moore," based on a story by James Edward Grant which originally appeared in "The Country Gentlemen," and "The Dancing Detective," a published story by Cornell Woolrich whose original story, "Rear Window," was filmed recently by Alfred Hitchcock.

'Sharkfighters' First

Goldwyn, Jr.'s first picture will be "Sharkfighters" on which production will start in February.

H-63, De Luxe Labs Sign 2-Year Pact

A new two-year agreement, retroactive to Oct. 1, has been entered into by De Luxe Laboratories and the Home Office Employees Union, Local H-63, IATSE, it was announced here yesterday by Russell M. Moss, H-63 executive vice-president.

The new pact, which was ratified by the entire De Luxe unit membership, provides for a reduction in working hours, from 40 to 37½ hours per week, with "substantial" wage increases and also provides for upward revisions in the minimum hiring scales.

DuMont 40-Week Sales Up; Net Down

Sales of Allen B. Du Mont Laboratories, Inc., for the 40 weeks ended Oct. 10 amounted to $67,593,000 compared to $65,896,000 for the same period in 1953, it was announced here yesterday. Net profits in 1954 were $612,000 as against $935,000 for the same period in 1953. Net profit per share of common stock after payment of preferred dividends was 22 cents per share, compared to 36 cents per share in 1953.

Two 'U' Dividends

The board of directors of Universal Pictures, at a meeting held yesterday, declared a quarterly dividend of 25 cents per share and an extra dividend of 25 cents per share on the common stock of the company, payable on Dec. 22 to stockholders of record on Dec. 10.

Decca Dividend

Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 17½ cents per share on the company's capital stock payable on Dec. 29 to stockholders of record on Dec. 14.

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CHEERFUL EARFUL!

GOOD NEWS FROM M-G-M!

The tentative line-up of Big M-G-M attractions below is just a sample of what's to come. They've been screened in various stages of completion and are assured hits! Following right after "THE LAST TIME I SAW PARIS" and the great Christmas-New Years musical "DEEP IN MY HEART," showmen may happily depend on a consistent flow of top product from M-G-M. THRIVE IN '55!

M-G-M's STAR-HIT LINE-UP!

THRIVE IN '55!

JANUARY

"BAD DAY AT BLACK ROCK"

(CinemaScope—Color)

M-G-M presents in CinemaScope • Spencer Tracy • Robert Ryan in "BAD DAY AT BLACK ROCK" • co-starring Anne Francis Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine Lee Marvin • Russell Collins • Screen Play by Millard Kaufman Adaptation by Don McGuire • Based on a Story by Howard Breslin • Photographed in Eastman Color • Directed by John Sturges • Produced by Dore Schary

JANUARY

"GREEN FIRE" *(CinemaScope—Color)*

M-G-M presents in CinemaScope • Stewart Granger • Grace Kelly Paul Douglas in "GREEN FIRE" • co-starring John Ericson with Murvyn Vye • Written for the Screen by Ivan Goff and Ben Roberts • Photographed in Eastman Color • Directed by Andrew Marton • Produced by Armand Deutsch

FEBRUARY

"MANY RIVERS TO CROSS"

(CinemaScope—Color)

M-G-M presents in CinemaScope "MANY RIVERS TO CROSS" starring Robert Taylor • Eleanor Parker • with Victor McLaglen Russ Tamblyn • Jeff Richards • James Arness • Screen Play by Harry Brown and Guy Trosper • Based on a Story by Steve Frazee • Photographed in Eastman Color • Directed by Roy Rowland • Produced by Jack Cummings

FEBRUARY

"JUPITER'S DARLING" *(CinemaScope-Color)*

M-G-M presents in CinemaScope "JUPITER'S DARLING" starring Esther Williams • Howard Keel • Marge and Gower Champion • George Sanders • with Richard Haydn • William Demarest • Screen Play by Dorothy Kingsley • Based on the Play "Road to Rome" by Robert E. Sherwood • Songs: Burton Lane and Harold Adamson • Photographed in Eastman Color • Directed by George Sidney • Produced by George Wells

MARCH

"HIT THE DECK" *(CinemaScope—Color)*

M-G-M presents in CinemaScope "HIT THE DECK" starring Jane Powell • Tony Martin • Debbie Reynolds • Walter Pidgeon Vic Damone • Gene Raymond • Ann Miller • Russ Tamblyn with Kay Armen • J. Carrol Naish • Richard Anderson • Jane Darwell • Written by Sonya Levien and William Ludwig • Based On the Musical Play "Hit the Deck" by Herbert Fields • Presented On the Stage by Vincent Youmans • From "Shore Leave" by Hubert Osborne • Music by Vincent Youmans • Lyrics by Leo Robin, Clifford Grey and Irving Caesar • Choreography by Hermes Pan • Photographed in Eastman Color • Directed by Roy Rowland • Produced by Joe Pasternak

MARCH

"INTERRUPTED MELODY"

(CinemaScope—Color)

M-G-M presents in CinemaScope "INTERRUPTED MELODY" starring Glenn Ford • Eleanor Parker • with Roger Moore • Cecil Kellaway • Screen Play by William Ludwig and Sonya Levien Based On Her Life Story by Marjorie Lawrence • Photographed in Eastman Color • Directed by Curtis Bernhardt • Produced by Jack Cummings

APRIL

"THE GLASS SLIPPER" *(Color)*

M-G-M presents "THE GLASS SLIPPER" starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood Elsa Lanchester • Barry Jones • Written for the Screen by Helen Deutsch • Ballets by Roland Petit • Featuring Ballet de Paris Photographed in Eastman Color • Directed by Charles Walters Produced by Edwin H. Knopf

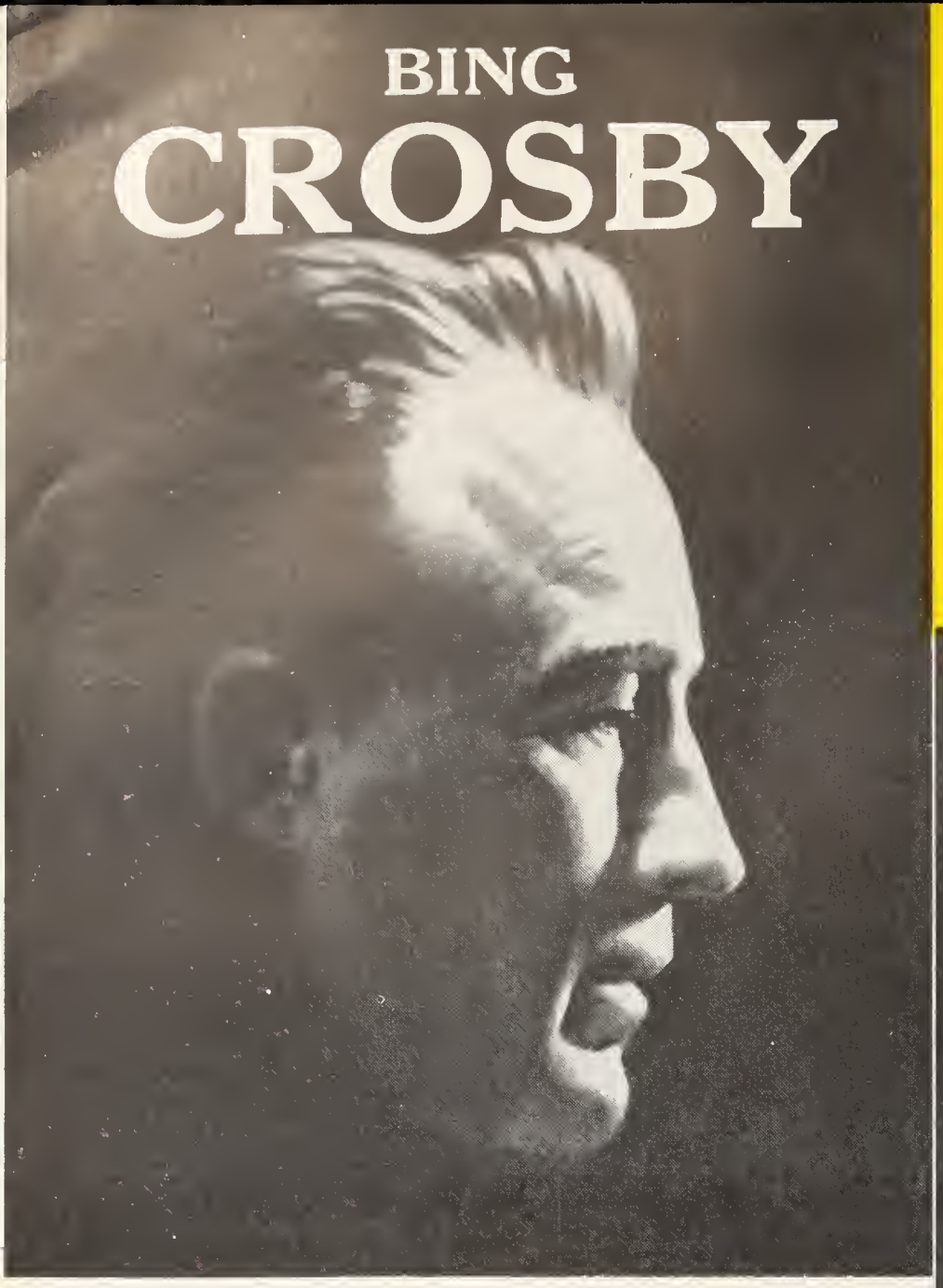
APRIL

"BEDEVILLED"

(CinemaScope—Color)

M-G-M presents "BEDEVILLED" in CinemaScope • starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac • Robert Christopher • Joseph Tomelty and Victor Francen • Based on an Original Story and Screen Play by Jo Eisinger • Photographed in Eastman Color • Directed by Mitchell Leisen • Produced by Henry Berman

1955—THE YEAR OF M-G-M's "THE PRODIGAL"



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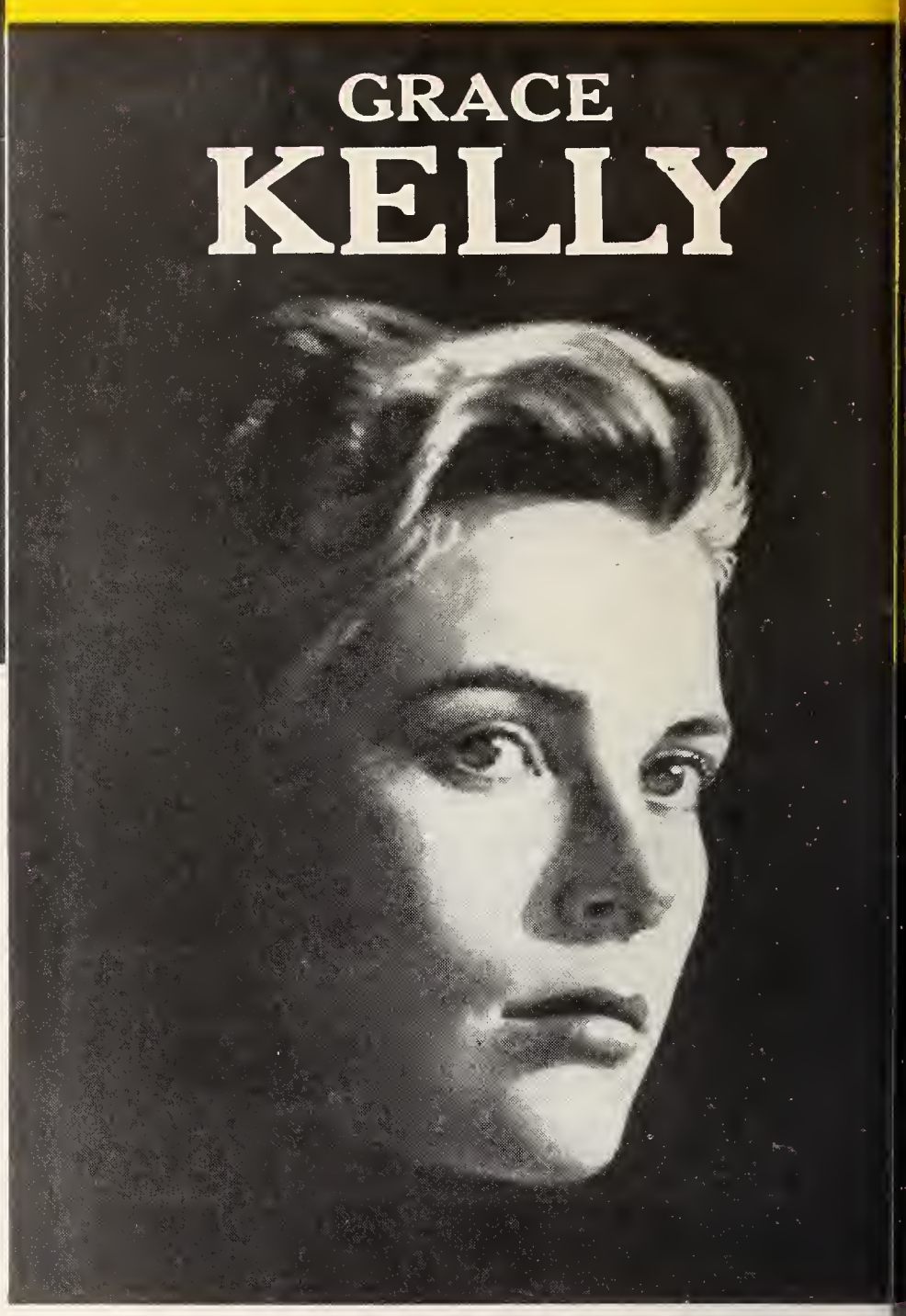

WEDNESDAY, DECEMBER 15th

Criterion Theatre, New York

TUESDAY, DECEMBER 21st

Beverly Hills Theatre, Los Angeles

Paramount

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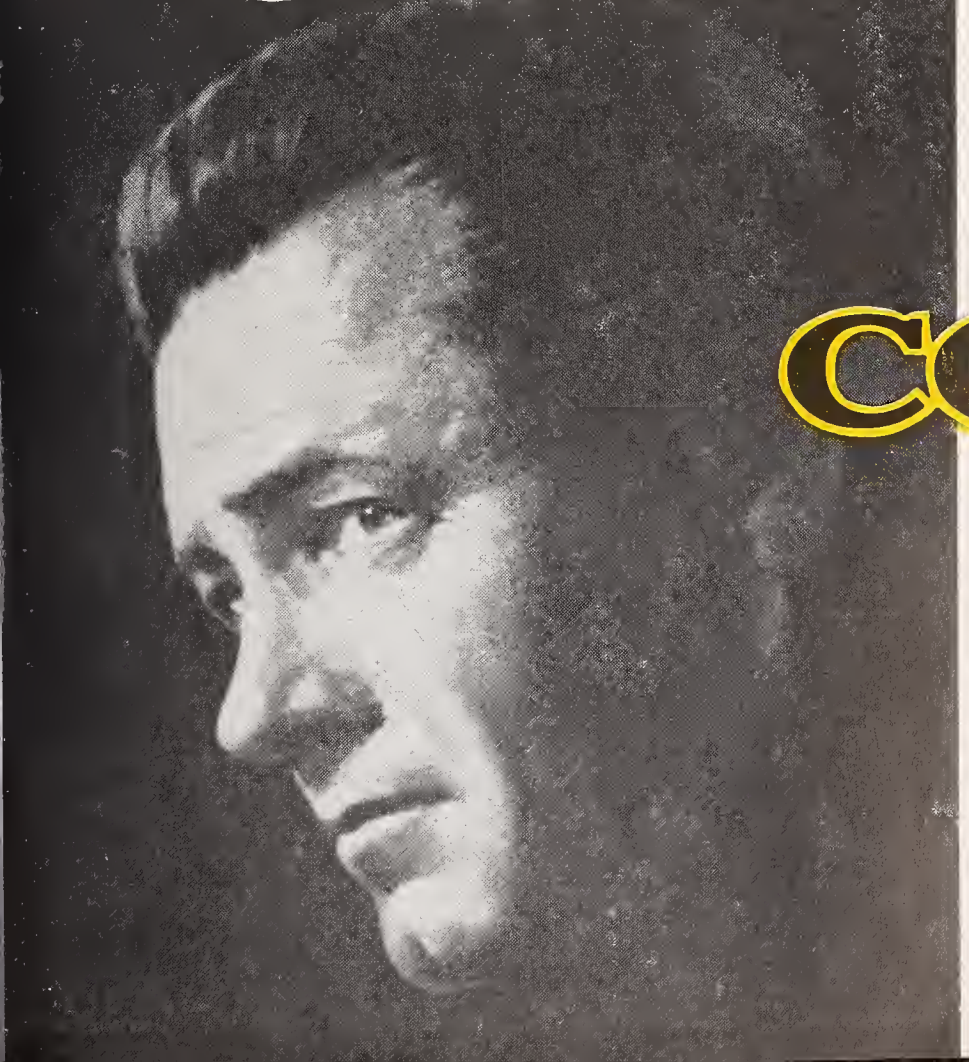
Picture That Will Be Talked About

55 And For Many Years To Come . . .

Three Superlative Acting Performances From Three Brilliant Boxoffice Stars Illuminate "The Country Girl", Described By Look Magazine As "The Dramatic Thunderbolt Of The Year"!

WILLIAM
HOLDEN



A Perlberg-Seaton Production

THE COUNTRY GIRL

Produced by William Perlberg
Written for the Screen and Directed by
George Seaton • From the Play by
Clifford Odets • A Paramount Picture

Rembusch

(Continued from page 1)

such moves are seldom if ever successful, particularly where complex questions as to their legality and good engineering practice are involved, as is the case in toll TV.

"Bearing out the complexities of the toll or slot machine TV question, recently FCC chairman, George C. McConaughey in a speech to the National Association of Broadcasters, stated he was not familiar with the problem and in the question and answer period that followed the speech left the impression that it would be some time before the Commission could complete hearings on the subject and hand down a decision. Of course, even when a decision is handed down, appeal to the Federal courts is open to parties not agreeing to the decision. In such an instance it would be many years before the issue could be decided one way or another.

Pressure on FCC Futile

"In the past many persons have tried to stampede the Commission into taking fast action in matters under its jurisdiction. However, the usual result is to slow down the whole process so that the Commission can scrutinize the problem more minutely before making final its decision. The Commission, if it follows its usual procedures can be counted on to follow the due processes of its agency and will not be coerced by any group into a quick decision.

"Toll television poses many complex problems to the Commission, for instance: whether or not it has the authority under existing law to grant use of the free air waves for toll TV? Whether or not granting use of the free air waves for toll television would create a communications monopoly leading to controlled thought of the citizens of this country? Whether toll TV would destroy motion picture exhibition thereby destroying the valuable theatre—created public travel in front of retail establishments; such travel destruction naturally would result in a serious drop in all retail sales? Whether toll television would by its very nature monopolize free television stations' choice broadcast time leaving the public in many television markets without free television during normal listening hours and eventually result in complete destruction of free television as we now know it? Whether granting toll television would reverse the long time traditional position of the FCC established by a decision in 1929 turning down toll broadcasting? Whether transmission facilities are available and more practical for toll TV such as A.T.&T.'s coaxial lines to the homes which transmission lines would put toll television on the same basis as theatres in this country now buying A.T.&T. transmission lines for theatre TV?

Sees No Perfunctory Decision

"It is my opinion that the Commission, being faced with so many complex legal and engineering questions in the toll television matter, it will not be stampeded into a snap judgment decision by Zenith or any other minority group seeking selfish advantages."

'Ben Hur' to Franklin

HOLLYWOOD, Nov. 30.—Sidney Franklin will direct "Ben Hur" for M-G-M following a year's absence, it was announced today by the studio.

CinemaScope UK Progress

(Continued from page 1)

he said, is going in at the rate of 40 per month. A new "circuit," he explained, has been formed by independents there which is equipping for CinemaScope and playing 20th-Fox product. Zanuck called this a "healthy" development, adding that 20th-Fox does not sell to the Rank Organization, nor do "we have any idea of ever deserting the independent circuit."

Expects Record in March

In Britain, as well as elsewhere in the world, Zanuck continued, the problem is not to sell 20th-Fox CinemaScope pictures, but to supply prints. Although in Britain, 20th-Fox revenue is running behind $2,500,000 this year due to the lack of adequate installations and available product, by "March we'll surpass our biggest war year," Zanuck predicted.

Zanuck, telling of 20th-Fox's experience in Britain where it now has eight films in release, said that in no spot did "we find a theatre playing CinemaScope that did not increase its revenues 50 per cent" in a survey there. In some cases, revenues were increased 80 percent, he added.

Speaking as head of the 20th-Fox studio, Zanuck said that the production program "aims" at producing 20 films next year, exclusive of outside producers releasing through 20th-Fox. The number of outside productions will augment the number to between 24 and 30, Charles Einfeld, vice-president in charge of advertising, publicity and exploitation, who also attended the press conference, interjected.

Selection of Material Vital

Zanuck stressed that the studio no longer thinks in terms of numbers, but of selecting the proper stories, casting and subjects that will command wide audiences and longer playing time in theatres.

Regarding production in CinemaScope abroad by foreign producers, Zanuck said that the "caution" expressed by foreign producers in the past has been supplanted by enthusiasm for the medium. "We can't begin to fulfill demands for the CinemaScope camera taking-lens abroad," he declared. In Western Germany, he added, there are 22 requests, while 18 lenses are in current use in England, seven in France and nine in Italy. Foreign productions in CinemaScope, he went on, will stimulate the CinemaScope installations abroad.

Foreign Gross Estimated

Zanuck estimated that the foreign gross, exclusive of Canada, will be $32,000,000 the next fiscal year, while Einfeld, basing his estimate on "very rough" preliminary figures said it may be as high as $40,000,000.

Stereophonic sound installations abroad are running about 75 per cent in relationship to the theatres installing CinemaScope screens, while in the Orient, it is 100 per cent, Zanuck stated.

Spyros P. Skouras, now in Europe, is due back after the first of the year, Zanuck reported.

Seeks to Ease UK Print Shortage

Experiments currently are under way here with Eastman Kodak to ease the print shortage of 20th Century-Fox product in England, it was disclosed here yesterday by Darryl F. Zanuck, vice-president of 20th-Fox production.

"We are flirting with cutting a second negative of our second takes," Zanuck explained, adding "that the second negative would be made in England at the same time as here."

20th-Fox Profit

(Continued from page 1)

amounted to $2,635,518, compared with $1,274,728 for the third quarter of 1953. Second quarter net in 1954 was $1,048,515.

Provision for Federal taxes for the 39-week period this year amounted to $5,800,000, against $1,433,037 last year. Gross income for this year's 39 weeks totaled $78,010,380, compared with $75,540,617 in the same period of 1953.

The company yesterday declared a quarterly dividend of 40 cents a share and an extra dividend of 10 cents a share, payable on Dec. 24 to stockholders of record on Dec. 10.

Move for TOA Unit

(Continued from page 1)

be E. D. Martin, Jr., TOA president; Walter Reade, Jr., past president and chairman of the board; Joseph Rosenfield, of Spokane, vice-president, and Carl Anderson, of Kalispell, Mont., Intermountain TOA director.

'Game' to Baronet

The American premiere of "The Game of Love," winner of the 1954 Grand Prix de Cinema Francaise, has been scheduled for Dec. 14 at the Baronet Theatre here.

Col. to Back Films

(Continued from page 1)

films which are now being planned in Britain.

Columbia's production and distribution activities are to be considerably extended beyond their present high level in the coming year, said Thorpe.

The company has a powerful production schedule in hand in this country. Thorpe discussed in New York preliminary release plans for David E. Rose's "End of the Affair," of which initial prints will be delivered by Coronado early next month, and Warwick's "A Prize of Gold" due to be delivered early in the New Year.

Columbia's current British program includes its second Alec Guinness subject, "The Prisoner," and the Mike Frankovich-Maxwell Setton production "Deadlock," as well as two major features projected by Warwick Productions in 1955.

Arbitration Meet

(Continued from page 1)

pected to concentrate on the one remaining issue in dispute, said to be the question of damages. Setting the stage for next week's meeting will be the scheduled conference here on Friday between Adolph Schimel, distributors arbitration committee counsel, and Herman Levy, Theatre Owners of America general counsel.

N. T. Meeting

(Continued from page 1)

breaks on drama page." Latsis said, "if you deal honestly and sincerely with press, you will be treated fairly."

Others who spoke on advertising panel were Joe Redmond, Russ Brown, Paul Laday, Fay Reeder, Al Frank, Perry Pasmezoglu and Dean Hyskell.

Jess Elliott addressed the 89 delegates on real estate; and Joe Tuohy on labor relations.

Darryl F. Zanuck, vice president of 20th Century-Fox in charge of production, is expected to address the convention tomorrow afternoon.

Exhibitor Meetings Open in Tennessee

MEMPHIS, Nov. 30.—A regional meeting of exhibitors was held today at the Gayoso Hotel here to discuss the matter of setting up grievance committees on the state level to handle all problems, including film rentals.

Martin Tune, of Shelbyville, Tenn., president of the Tennessee Theatre Owners Association, speaking on the subject of rentals, charged that the recent reduction in the federal admissions tax has been negated by the increase in film rentals.

Today's meeting, the second of a series, followed that held yesterday at Jackson, and will be followed tomorrow by a third to be conducted in Nashville, a fourth on Thursday in Cookville and a fifth on Friday in Knoxville.

James West, chairman of the Neighborhood Theatre Association, presided at today's meeting here.

Paramount Division Sales Heads to Meet

A special meeting of Paramount's divisional sales managers has been called by A. W. Schwalberg, president of Paramount Film Distributing Corp., to start on Monday at the company's Hollywood studio.

Purpose of the meeting is to lay the groundwork for the marketing of what he called "the unprecedentedly strong Paramount product lineup for 1955." The executives in attendance, including officials from the home office, will view several of the 1955 releases that have been completed and "rushes" on films currently in production and set for release next year.

Percentage Actions Filed in Conn.

HARTFORD, Nov. 30.—The eight majors—Loew's, 20th-Fox, Paramount, Columbia, Warner Bros., UA, U-I, and RKO—have brought suit for $4,000 against Edward A. Miller and Edward A. Miller, Jr., on charges of short-changing on exhibition fees. Each film company is suing for $500.

In the suit, filed in New Haven Court of Common Pleas, the eight majors contend they had arrangements whereby the Millers would pay them a percentage of admissions charged for films at the Millers' Hamilton Theatre, Waterbury, Conn. However, it is alleged that the theatre operators have paid less than they should have, since Nov. 11, 1952.

'Passion' Dec. 10

RKO's "Passion," co-starring Cornel Wilde and Yvonne de Carlo, will open at the RKO Palace, here, on Dec. 10.

National Pre-Selling

UNIVERSAL-INTERNATIONAL has mailed a very attractive pre-selling folder on "So This Is Paris," to 9,000 circuit and independent bookers, buyers and theatre operators in the nation.

The face of the folder is a striking color 30 x 40 that can be used as a strong selling pitch in lobbies of all types of theatres. The back of the folder has reproductions of the ads which will appear in the magazines that have a reported combined readership of 150 million. These magazines are "Life," "Look," "Woman's Home Companion," "American Weekly," "Parade," "This Week," "Redbook," "Seventeen," "Coronet," "Family Circle," "Woman's Day," and the Fans.

•

Bing Crosby and Grace Kelly in "The Country Girl" try for Academy Awards, reports "Look," in the current issue. Crosby plays an alcoholic and Grace Kelly his wife.

George Seaton who directed and wrote the screenplay says, "Bing was right for the part because he has the quality that wins the sympathy of an audience — no matter how low he sinks, or how much he lies and cheats. This Crosby could play anything — even second base for the Yankees."

•

"Redbook" recommends three unusual pictures in the December issue: "Beau Brummell," "The Littlest Outlaw" and "Aida." Theatre managers can take advantage of "Redbook's" circulation by mentioning these recommendations in all their advertising when they play the pictures.

•

A striking color ad on Paramount's "White Christmas," appears in the December issue of "Seventeen."

•

The reproduction of a beautiful oil painting of Pier Angeli as Deborah and Paul Newman as Basil from a scene in Warner's "The Silver Chalice," leads off the condensation of Thomas Costain's best-selling novel in the December issue of "Woman's Home Companion."

Thirteen pages of the "Companion" are devoted to the condensation of "The Silver Chalice."

•

"Life," in the current issue published a photo story of a supper party given in honor of Marilyn Monroe, to celebrate the finishing of her latest film ready for release, "The Seven-Year Itch."

WALTER HAAS

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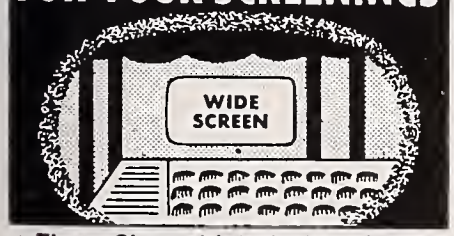

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Reviews

"Deep in My Heart"

(*M-G-M*) *Hollywood, Nov. 30*

A MORE deserving testimonial to the music of the late Sigmund Romberg could hardly have been conceived or brought to the screen.

Producer Roger Edens' assemblage of the talented, star-studded cast, to highlight the composer's episodic rise to prominence, places a stamp of importance on the box office grosses destined for this film. The magnificent color tones, and truly lavish, yet tastetul, values poured into the copious musical production numbers places a stamp of quality on this offering, quality that will establish costlier standards for the biographies of other great composers.

The rounds of applause that will greet its more than a dozen musical treats will also put a stamp of entertainment on this rare vintage musical, as evidenced by the sincere ovation of the audience that witnessed the preview at the Egyptian theater here.

Jose Ferrer gives credence to the role of the personable Viennese composer, whose music was written with a heart's-eye to "make people love each other more." His versatility as a song and dance man; and his bullet-like delivery in a spot where he enacts the plot, songs and characters for a new musical, is a sure show-stopper.

Helen Traubel will earn a great measure of applause in a heart-warming inspirational role that offers opportunity for her vocal charm. Merle Oberon is beautiful and convincing as Dorothy Donnelly, who wrote most of the librettos for Romberg before she died and Oscar Hammerstein became his team mate. Doe Avedon is likewise well-mated to her role as Mrs. Romberg.

Stanley Donen's direction is as sharp and witty as the all-embracing Leonard Spigelgass screenplay, which was adapted from Elliot Arnold's book; and is kept intact by Adrienne Fazan's film editing.

The tempos and variety of songs will thrill every age bracket of the family. Names like Rosemary Clooney, Tamara Toumanova, Gene Kelly and his brother Fred, Jane Powell, Vic Damone, Ann Miller (wows 'em with an "It" girl number), Howard Keel, Tony Martin and many others, are thrilling contributions in brief but memorable bits.

The film tells the story of "Rommy's" career from the time he started as a pianist in a Viennese cafe on Second Avenue in New York in the early 1900's to nearly a half century later when he conducts a symphony of his own works at Carnegie Hall.

Running time, 131 minutes. General audience classification. Release, December.

SAMUEL D. BERNS

"Day of Triumph"

(*George J. Schaefer—Century Films, Inc.*) *Hollywood, Nov. 30*

"DAY OF TRIUMPH" is a presentation of incidents and events in the life of Jesus Christ from age 30 to the Resurrection.

The producer, the Reverend James K. Friedrich, Episcopalian, is founder and president of Cathedral Films, Inc., which produces films for exhibition in churches, and is executive producer of Century Films, Inc., a corporation organized to produce this and other pictures for exhibition in theatres. Direction is by the late Irving Pichel, who also directed "Martin Luther," and the players whose names have meaning for theatregoers are Lee J. Cobb and Joanne Dru. The picture is in Eastman color, processed by Pathe, and Cinematographer Ray June, ASC, shot it for aspect-ratios from Academy to 1.85-1. The screenplay is by Arthur T. Horman, and the music score is by Daniele Amfitheatrof, a leader in his field.

Although the services of these professionals tend to impart an aura of professionalism, the production reflects beyond mistaking the manner and method of a producer who learned his craft and fashioned his technique in his 16 years of addressing his pictures and his messages to captive audiences made up of persons of one faith convened in church or classroom to observe and accept them. The pedagogic attitude toward subject matter—the assumption of the authoritarian posture, the statement of a point without bother of substantiation, the manipulation of emphasis and stress for convenience or expediency—obtrudes again and again to give "Day of Triumph" the air of textbook or rostrum instead of theatre. It may be due in part to this conditioned manner of expression that the character of Pontius Pilate is shown as kindlier, and that of Judas as less evil, than they have stood in public tradition over the centuries; and it could turn out to be a reason, likewise, why the picture appears certain of becoming a center of religious controversy on sight.

As a box office attraction, of course, the picture figures to prove again, as has been proved over and over again without failure since the first imported filming of the "Passion Play at Oberammergau" packed nickelodeons to their rafters 50 years ago, the supremacy of the story of the Saviour as a subject for screen, stage, page, electronics and all other media past, present and future.

Events treated in the picture include, among others, the Sermon on the Mount, the Last Supper, the Conversion of Mary Magdalene, the raising of Lazarus, the Crucifixion and the Resurrection.

Cobb portrays a leader of the "Zealots," a Jewish sect of which Judas, played by James Griffith, is represented as a member, and to which the picture imputes the responsibility for causing Pilate to liberate Barabbas (Anthony Warde) instead of Jesus (Robert Wilson). Miss Dru portrays Mary Magdalene, Lowell Gilmore is seen as Pilate.

Production designer John T. Coyle is vice-president of Cathedral Films, Inc., which was to have produced this picture, according to announcements made in 1952, but which has no corporate connection with Century-Films, Inc. Associate producer was Spencer H. Lees.

Running time 112 minutes. General audience classification. Release on roadshow basis by George J. Schaefer.

WILLIAM R. WEAVER

RKO-Atlas

(*Continued from page 1*)

his company had a surplus of $15,000,000 which he wanted to put to work.

Stating that "Mr. Hughes seemingly would like us to take over such management," Odlum said that Atlas was willing but hesitates "to do so without assurance of continuity for a period." Atlas holds 484,900 shares of RKO Pictures, representing $5,530,625.

Referring to RKO Pictures, Odlum said that the company has cash and a capital loss carry-forward and that "it should get organized to make profits to offset these losses because time is running."

Says Talks Were Held

Odlum admitted that he and Hughes had conferred on deals for the takeover of the picture company, but that such conferences had not, as reported, dealt with Hughes' other projects, except for an oral agreement concerning Hughes Aircraft, which never materialized. In regard to the active RKO Radio Pictures Co., which is owned entirely by Hughes, Odlum said that he thought Atlas had an agreement for a takeover last June, "but then we had to wait to determine the impact of the new tax law on the agreed plan." That law, Odlum told the stockholders, required a somewhat different approach which, in turn, involved a passage of time.

"I frankly told Mr. Hughes recently that I believed the company to be worth more to him in his own operations than its worth to anyone else," Odlum said. "He agreed with me. What he will now do with it remains to be seen."

Doubts 'Meeting Point'

Odlum said that "perhaps" he and Hughes would find a common meeting point as to the economics and values of RKO Radio, "although I am inclined to doubt it, particularly as long as others keep making proposals that seem to be based on lack of knowledge of all the facts."

That leaves only RKO Pictures which has no assets other than about $15,000,000 of cash on hand, Odlum said, for which he would like to make a deal with Hughes.

George E. Allen of Washington was elected a director of Atlas Corp. at the meeting.

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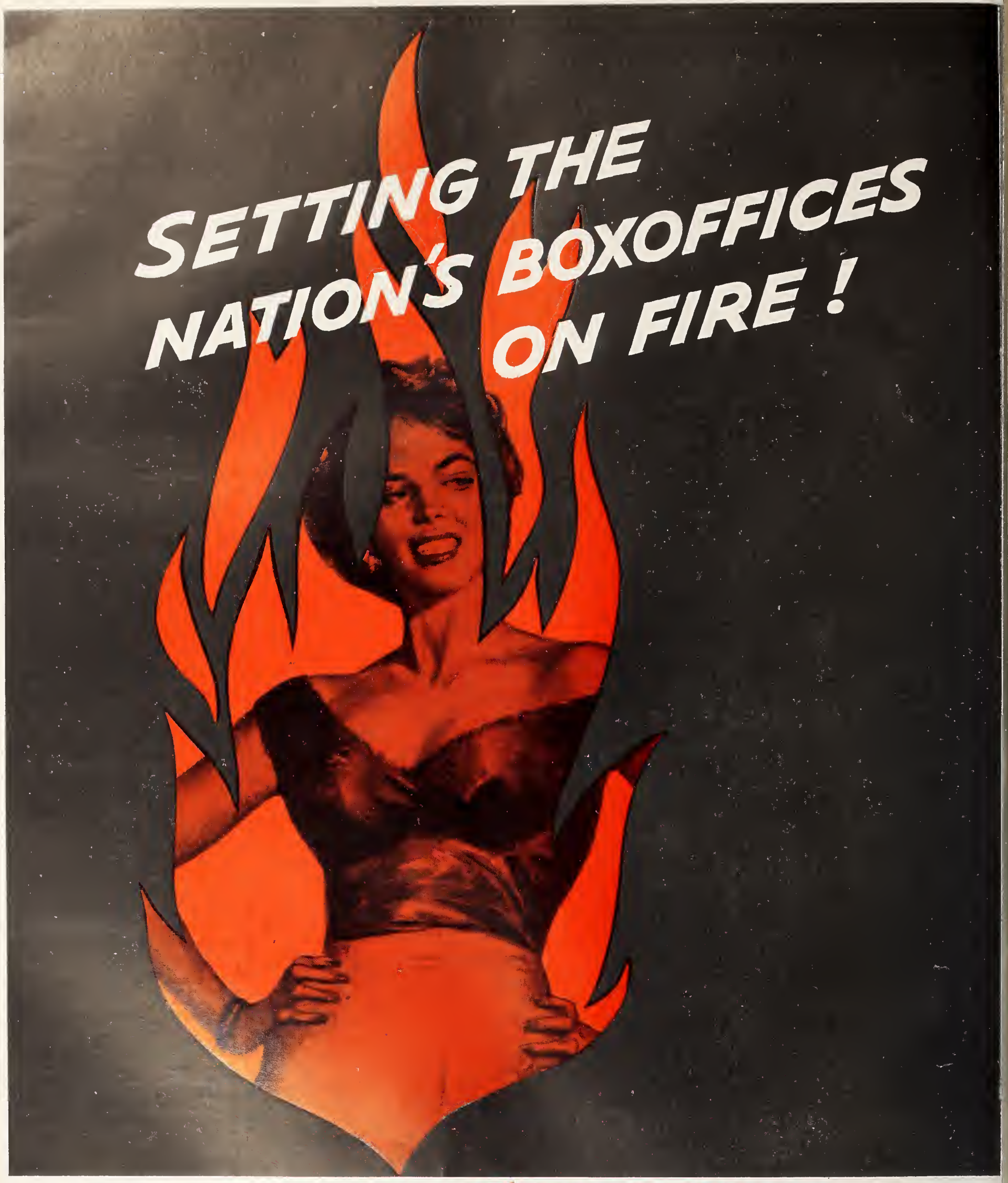

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VOL. 76. NO. 105 NEW YORK, U. S. A., THURSDAY, DECEMBER 2, 1954 TEN CENTS

March Premiere

Todd-AO's 'Oklahoma' to Rivoli Here

'War and Peace' Also Is Announced by Mike Todd

By MURRAY HOROWITZ

"Oklahoma!" the first production in the Todd-AO process, will open here on a road show basis at the Rivoli Theatre at the end of March, it was announced here yesterday by Mike Todd, chairman of the board of Mike Todd Productions.

Todd, at the same time, announced plans to produce "War and Peace" in the same process, a project which he said would cost in the neighborhood of $7,000,000 or $7,500,000.

"Oklahoma!" a Rodgers and Hammerstein production, was completed last Saturday, Todd disclosed, adding that there are two days of retakes still to be done. He estimated the cost of the first Todd-AO production at $6,000,000.

Pressed for a detailing of plans for the exhibition of "Oklahoma!" throughout the country, Todd replied that it would be shown in key cities,

(*Continued on page 3*)

Arbitration Meet Monday

The joint eight-man distribution-exhibition committee for drafting a set of rules and regulations for industry arbitration will meet Monday morning at the Motion Picture Association of America's offices here to discuss the latest issues in dispute.

Prior to the convening of the group at the MPAA's board room, attorneys

(*Continued on page 8*)

Rights to Easterners For 'Birth of Nation'

Special to THE DAILY

HOLLYWOOD, Dec. 1.—Veteran film executive Phil L. Ryan today announced the acquisition of film and title rights to "The Birth of a Nation" by Eastern capitalists who, according to his announcement, will spend $8,000,000 on producing the picture, possibly in Todd-AO and CinemaScope. The purchasing group is headed by

(*Continued on page 8*)

How Hughes Could Give RKO Control to Odlum

No detailed agreements or extended negotiations are necessary to complete the transfer of control of RKO Pictures Corp. from Howard Hughes to Atlas Corp. by the end of this month, the deadline set by Floyd Odlum, Atlas head, it was brought out yesterday.

All that is required of Hughes is that he tender his 1,262,000 shares to the company for the $6 per share offered to all holders. With Atlas the owner of 1,200,000 shares of RKO Pictures stock, and the public holding only a minority interest, Atlas would automatically become owner of the controlling interest and could assume management responsibility of the inactive company at once.

The RKO Pictures' offer to pay $6 for each share of stock tendered to it expires Dec. 31. The deadline on the offer has been extended three times during the past year and the lapse of time obviously explains why Odlum set Dec. 31 as the deadline

(*Continued on page 8*)

Tenn. TOA Forms Service Committee to Handle Complaints

JACKSON, Tenn., Dec. 1. — A proposal that the Tennessee Theatre Owners Association immediately set up a service committee to handle grievances in all categories, including film rentals, was approved early this week by Morton Tune of Shelbyville, vice-president of TTOA, at the first of a series of five regional meetings held by the unit.

"On April 1, we were all very happy," he said. "For most of us in these small towns, the tax had been completely removed and we thought that we would be able to divert this saving towards improving our properties and equipment and perhaps

(*Continued on page 3*)

Ford Vice-President Of C. V. Whitney, Inc.

HOLLYWOOD, Dec. 1. — John Ford, director, tomorrow will join his long-time associate, Merian C. Cooper, and Cornelius Vanderbilt Whitney in C. V. Whitney, Inc., as vice-president, Cooper has announced, and will direct three pictures for this newly-formed production company under a non-exclusive contract. Properties to be directed by Ford, only director who has won four Academy Awards, will be determined later. He recently completed "The Long Gray Line" for

(*Continued on page 8*)

Mountain Unit Votes Affiliation With TOA

Special to THE DAILY

SALT LAKE CITY, Dec. 1.—More than 70 exhibitors from Utah, Idaho, Eastern Nevada and Western Wyoming today voted to become affiliated with Theatre Owners of America. Meeting here, they approved appointment of a committee to take care of organizational problems and report at a future meeting on plans for the TOA unit. Roger Mendenhall, of Boise, Ida., was named chairman, with David K. Edwards, Hal Hawk and O. J. Hazen of Salt Lake and Irving H. Harris of Burley, Ida., as members.

At an all-day luncheon-and-discus-

(*Continued on page 8*)

'Show' Vital, Lichtman Tells NT

By Staff Correspondent

HOLLYWOOD, Dec. 1. — "If you've got a good show, and give it to them, you have a golden era of entertainment in your grasp," 20th Century-Fox vice-president Al Lichtman told 89 delegates to the National Theatres convention at its closing session today. Members attending represented 365 theatres in 21 states. Lichtman said, "Motion pictures must fight for business without compromising, and reach out through every medium to sell pictures to the public."

Lichtman listed points he considers important to maintaining theatre prosperity, naming such matters as personal service, proper use of equipment, comfortable theatres, direct mailing and participation in civic affairs.

Lichtman said CinemaScope and stereophonic sound has lifted many theatres from red ink into black, and that he expects this trend to continue.

"Theatres' ultimate answer to home television," according to Lichtman, is Eidophor color television in theatres.

Herman Wobber, Fox Western division manager, and Frank Whitbeck, M-G-M advertising executive, also spoke.

Loan Position

Report Banks Firm on Major Outlet Policy

Spokesman Sees in Offing No Easing of Provision

A firm stand by an important segment of the banking community against supplying film financing to producers unless a major distribution outlet is assured was indicated here yesterday by a top banker, long associated with the film industry.

He was queried regarding talk in the trade that the banking community may relax its major distributor provision in the light of plans by Distributors Corp. of America and Exhibitors Film Financial Group, Inc., Theatre Owners of America's sponsored film finance company, to use state righters in the distribution of their releases.

The banking spokesman said that 99 percent of the financing deals with banks has been with producers planning to release through a major company. "This has been the practice for the past 10 years," he went on, adding that he saw no change in the offing.

TOA's sponsored EFFG, when it

(*Continued on page 8*)

Republic Deal With DCA Off

Trade reports that a deal by which Republic Pictures would handle tail-end selling and physical distribution for Distributors Corp. of America had been discussed between the two were confirmed here yesterday by officials on both sides who, at the same time, said it had mutually been de-

(*Continued on page 8*)

IMPDAA Defers IFE-FTC Action

Besides approving a plan to broaden the group's membership by admitting exhibitors into the fold, the Independent Motion Picture Distributors Association of America, at a closed meeting held on Tuesday here, decided to postpone further legal proceedings against Italian Films Export until after the Federal Trade Commission

(*Continued on page 3*)

Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Prods., is back at his office here following a brief stay in Florida.

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AL LICHTMAN, 20th Century-Fox director of distribution, who left New York for Hollywood early this week, is expected to return here over the weekend.

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JOHN DAVIS, managing director of the J. Arthur Rank Organization, and KENNETH WINCKLES, member of the board, will leave New York tomorrow for London via B.O.A.C. Monarch.

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JEROME PICKMAN, Paramount vice-president in charge of advertising-publicity, left New York yesterday by plane for Hollywood.

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HENRY WILCOXON, associate producer on "The Ten Commandments," will arrive in New York by plane today from Egypt.

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WALTER RUCKERSBERG, technical manager of Titra Films, is the father of a daughter born to MRS. RUCKERSBERG this week.

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SEYMOUR SCHUSSEL, I.F.E. Releasing Corp. Eastern division manager, is in Washington from New York.

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MILES STORMS, manager in Venezuela for Westrex Co., Caribbean, has returned to Caracas from New York.

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CHARLES BOYER will arrive here today aboard the "Queen Mary" from Europe.

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CHARLES TUCKER, British talent agent, will leave here Sunday for London via B.O.A.C. Monarch.

C. J. Lawler Resigns Hartford Circuit Post

HARTFORD, Dec. 1.—Carroll J. Lawler, general manager since March, 1953, of the five-unit Hartford Theatres Circuit, has resigned, effective immediately. He said he would announce a new affiliation within the next two weeks.

Lawler was chief film booker for the Shea Theatres, headquartering in New York, prior to the HTC post.

Fabian Enterprises Reduces SW Stock

WASHINGTON, Dec. 1.—Fabian Enterprises, beneficial owner of more than 10 per cent of common stock in Stanley Warner Corp., sold 11,241 common shares in September, decreasing its direct holdings to 326,094, the Securities and Exchange Commission reported.

Henry O'Donnell Dies

HARTFORD, Dec. 1.—Henry O'Donnell, formerly assistant office manager, Stanley Warner Theatres' New England Zone, is dead.

WCBS-TV Buys 179 Lantz Cartoons

The purchase by WCBS-TV of 179 Walter Lantz animated cartoons for exclusive first-run television showings in the New York area was announced by William C. Lacey, manager of the station's film department.

The films will be programmed on WCBS-TV's "The George Skinner Show," "Space Funnies" and "Cartoon Carnival."

Four different cartoon series are included in the 179 films. They are "Oswald, the Rabbit," "Pooch, the Pup," "Willie Mouse" and "Meany Miny and Moe."

First released for theatrical showings by Universal, the cartoons are being distributed to television by Motion Pictures for Television, Inc.

Tokyo and Osaka To See Cinerama

The people of Japan will see Cinerama for the first time in their homeland next month when the new medium will be presented in Tokyo on New Year's Day and in Osaka on Jan. 22.

"This Is Cinerama" will be presented by Robin International at the Imperial Theatre in Tokyo and at the OS Theatre in Osaka, the latter house having been built specially to house the Lowell Thomas-Merian C. Cooper presentation. A narration in Japanese replaces the voice of Thomas.

Here in New York, "This Is Cinerama" will be shown tomorrow afternoon at the Warner Theatre to an invited audience of Japanese diplomatic and commercial officials and resident representatives of the Japanese newspapers.

Japan Society Will Sponsor 'Gate' Bow

"Gate of Hell," winner of the grand prize at the 1954 Venice International Film Festival, and the first Japanese film in color to be shown here, will have its American premiere on Dec. 13, at the Guild Theatre in Rockefeller Center under sponsorship of the Japan Society, it is announced by Douglas W. Overton, executive director of the Society, and Norman W. Elson, president of Guild Enterprises.

The Guild Theatre will be closed all day Monday until 8:30 P.M., in preparation for the premiere ceremonies.

Government Officials See 'Ugetsu' in D.C.

WASHINGTON, Dec. 1. — Top government and embassy officials attended a premiere at the DuPont Theatre here for the prize-winning Japanese film, "Ugetsu."

The premiere was sponsored by the former Ambassador to Japan, Joseph C. Grew, and Mrs. Grew, and invitations were sent out by the Japanese Ambassador and Madame Iguchi. In the audience were ambassadors, Senators, heads of government agencies, key military officials and Washington society leaders. Guests were ushered to their seats by ladies of the Japanese embassy.

TOA Winter Board Meeting Feb. 5

The mid-winter executive board meeting of the Theatre Owners of America is expected to take place in Washington on or about Feb. 5.

'Show Business' to Bow on Dec. 16

Irving Berlin's "There's No Business Like Show Business," Twentieth Century-Fox CinemaScope musical, will have its world premiere at the Roxy Theatre here on Dec. 16.

The Darryl F. Zanuck presentation will make its Broadway bow as a benefit performance for the Actor's Fund, of America and allied organizations.

"There's No Business Like Show Business" is the first motion picture to hold a premiere benefitting the Actor's Fund entirely, its president Walter Vincent pointed out. Likewise assisted will be the Episcopal Actors' Guild, the Catholic Actors' Guild, the Jewish Theatrical Guild, the Negro Actors' Guild, the Lambs Welfare Fund and the American Theatre Wing.

Buena Vista District Post to Mort Magill

Mort Magill has been named district sales supervisor for the Philadelphia, Washington and Pittsburgh exchange areas for Buena Vista, it was announced by Leo F. Samuels, president and general sales manager. Magill will make his headquarters in Philadelphia.

An industry veteran, Magill recently resigned as branch manager for United Artists in Philadelphia to take over his new Bucna Vista post.

Head 'Chalice' Group

Virginia Mayo and Jack Palance, co-stars of Warner Brothers' "The Silver Chalice," will head the group of Hollywood stars who will be present at the world premiere of the CinemaScope picture on Dec. 17. Where the world premiere will be held is not yet known. It will take place in the town or city which sold the most Christmas Seals, in proportion to population, during the first three days of the annual drive, Nov. 22 through 24.

Elizabeth Heindorf, 83

HOLLYWOOD, Dec. 1. — Mrs. Elizabeth Heindorf, 83, mother of Ray Heindorf, Warner Brothers music department head, died this week at Elwyn Sanitarium after a lingering illness.

Tax Hearing Today

Due to the lengthy prior court hearings which caused delay, the New York City exhibitor appeal from the city's five per cent amusement tax will be argued in the Appellate Division, Second Department, Supreme Court in Brooklyn, this afternoon.

Exchange Workers' S.F. Union Defers Autonomy Move

Special to THE DAILY

SAN FRANCISCO, Nov. 30. — Local No. B-17, exchange workers, after meeting with members of the negotiating committee and international IATSE representatives and attorneys, has decided to await the signing of the new national exchange contract with the distribution companies before seeking full local autonomy and a hearing before the National Labor Relations Board, according to Jack Jensen, B-17 president.

The international IATSE is presently negotiating a new exchange contract on a national basis with a distribution committee in New York which is headed by Mike Rosen of Loew's.

Had Filed With NLRB

The union had filed an application with the NLRB some time ago seeking recognition as a separate bargaining agent due to a disagreement over the method in which the new exchange pact was to be negotiated. B-17 had no quarrel with the employers, but the union felt, according to Jensen, that they weren't receiving enough recognition from the international IATSE office and more local autonomy on questions relating to their special division.

Jensen, newly elected president of B-17 and chairman of the negotiating committee, met with John Ford, who is the newly appointed IATSE representative for Northern California, Michael T. Luddy, West Coast attorney, and Horld Spivak, attorney from the IA office in New York.

Will Await Terms

According to Jensen, "we have a lot of confidence in John Ford. We decided to wait for the terms of the new contract and if they are unsatisfactory, we will proceed with our plans for full local autonomy."

Albany Theatre in Reply to Picketing

ALBANY, Dec. 1.—Paul V. Wallen, lessee-proprietor of the Grand, answered the picketing by Local No. 14, Stage Union, IATSE, for an alleged "lockout," via a large sign, near the sidewalk, to the effect "all union employees" of the theatre are "members in good standing of IATSE, affiliated with A.F.L." and "there is no labor dispute at this theatre."

The sign was presumed to mean that the boothmen, also members of IATSE, but of a different local, would continue working. Their failure to observe the picket line was seen likely to bring repercussions.

Arthur Willi Joins Martin Goodman

Arthur Willi has joined Martin Goodman Productions here, as head of the motion picture and legitimate productions department.

Willi was formerly Eastern production representative for RKO and also with Columbia Pictures.

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Martin Asks Optical Prints On 'Leagues'

The battle of magnetic stereophonic sound for CinemaScope productions could be reopened unless the distribution policy for "20,000 Leagues Under the Sea" requiring only magnetic stereophonic prints is changed, E. D. Martin, newly elected president of the Theatre Owners of America, declared yesterday in a telegram to Roy and Walt Disney.

"TOA is gravely concerned over your announced policy to release only magnetic stereophonic prints for the first 90 days of national release," Martin declared. "This policy will create a new and objectionable system of clearance creating further exhibitor hardships and will deny your outstanding production to thousands of theatres that do not have magnetic sound equipment because of financial or other reasons," he said in the wire.

Called 'Desperate Men'

"These are the theatre owners who are suffering the most from low profits and shortage of pictures," the TOA president continued. "They are the desperate men of the industry and your isolated policy will reopen the wound recently healed after the battle of magnetic stereophonic sound for CinemaScope productions," Martin stated.

"We urge you to reconsider and release this so vitally-needed film so that it is made available to all theatres in their normal release pattern," he concluded.

Roy Disney, president of Walt Disney Productions, was reported to have wired a reply to Martin last night.

Allied States at its annual convention in Milwaukee last October also protested the "20,000 Leagues" stereophonic print plan. No response to the protest had been received by the time the convention adjourned and if one was received later Allied did not publicize it.

Lightman, Jr., Heads Memphis V.C. Tent

MEMPHIS, Dec. 1. — M. A. Lightman, Jr., was elected chief barker of the Memphis Variety Club for 1955 last night. Lightman is an official of Malco Theatres, Inc. He succeeds M. H. Brandon, who becomes an international canvassman.

Elected first assistant chief barker was Gilbert Brandon, while Fordyce Kaiser was named second assistant. Howard Nicholson was elected property master and Nate Reiss was named dough-guy.

Elected canvassmen were Ben Bass, Tony Tedesco, Alton Sims, George Simpson, Fred Meyers and Conrad Bach.

'Tuesday' for Star Show

United Artists' "Black Tuesday," which will open at the Palace Theatre here on New Year's Eve, has been selected as the screen attraction for the 11th annual Stars and Heroes Show for the benefit of the New York Journal American War Wounded Christmas Fund. The show will be held Dec. 14 at the Academy of Music on East 14th Street.

Extend Italo-French Co-Production Pact

PARIS, Dec. 1.—The delegates to the ninth meeting of the mixed Italo-French Film Accord Commission have voted to extend the Italo-French co-production agreement of 1949 to March 31, 1955, and renewed the film exchange accord until Dec. 31, 1955.

The co-production agreement was extended rather than renewed pending Italian Governmental action on the motion picture law. As soon as definite action on the new film law is taken, the Italians and French will meet again to negotiate for renewal of the pact.

Liaison Group Set

Highlight of the Paris meeting was the decision of the delegates to establish a coordinating committee of study and liaison for the formation of a European motion picture pool. An invitation has already been extended to Germany to join France and Italy in such a pool and eventually other European nations will be invited to collaborate.

Members of the Italian delegation at the meetings, which were held here last week, were Nicola De Pirro, general director of Italy's Bureau of Entertainment; Eitel Monaco, president of ANICA; Geffredo Lombardo, president of the Italian Film Producer's Association; Benedetto Orta, chief of the Foreign Office of the Bureau of Entertainment, and Emanuele Cassuto, director of Unitalia.

Co-Productions Draw Well

Figures recently published by "Cinemundus," Italian film trade organ, disclose that Italo-French co-productions have consistently been among the outstanding commercial successes on the foreign as well as local markets. Many of the 120 Italo-French motion pictures produced since 1948 have been leading box-office hits in France, Italy and other European markets as well as in South America, the Middle East and North Africa, it was said.

Co-productions have earned outstanding grosses, according to the magazine, in the American "art" market, sometimes, as in the case of "Fanfan, the Tulipe," which even surpassed earnings in the key cities of France.

Zanuck, on Coast, Cites C'Scope Gains

By Staff Correspondent

HOLLYWOOD, Dec. 1.—Interest in stereophonic sound is stronger abroad than here, Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, said on his return to Hollywood from Europe, pointing out, "while showmen here are adopting it at rate of about 50 per cent, Great Britain and Europe are requesting it with CinemaScope installations at a rate of about 75 per cent, and the Orient demands it 100 per cent."

"The print situation," said Zanuck, "also has been a serious road block and must be overcome. Print shortages abroad are at about the same stage that they were here eight months ago."

Zanuck set December starting dates for four pictures; "Violent Saturday," "Lord Vanity," "Pink Tights" and "Tokyo Story."

IMPDAA

(*Continued from page* 1)

renders its report, which is expected by the first of the year.

The IMPDAA also named a special committee, consisting of Arthur L. Mayer, Max A. Goldberg, Martin J. Lewis, George Roth and Thomas J. Brandon, to select the best foreign-language film released in the United States during this year for the annual Joseph Burstyn Award.

The foreign film group's members, meeting at the association's executive offices, voted to broaden the organization's membership basis by admitting exhibitors who are also importers and distributors of foreign films.

The association's membership agreed to postpone further legal proceedings against I.F.E. in connection with its purported restriction of competition in the field of Italian films or the rumored proposals that I.F.E. is seeking to obtain a similar preferred position in the French field until after the FTC renders its report which is now expected to be issued prior to Jan. 1, 1955.

IMPDAA unanimously adopted a resolution to continue the fight against censorship and pressure groups.

Tenn. TOA

(*Continued from page* 1)

spend a little more for advertising to get people in at the box office. However, the distributors were actually more alert than we were and we now find that there is no money left to jingle in our pockets—they have taken the relief right away from us. It seems as though all pictures of any importance are now being priced at 50 per cent and up. Some of us have had the courage to say no—but certainly it has worked a hardship on us. We need the product, but we need it at a price which will allow us a legitimate profit.

Sees Action as Imperative

"What are we going to do about the situation? If we don't do something soon, the film companies are going to be back in the theatre business—they are literally going to take over our theatres—if they have not already done so.

"Just before the TOA convention, I received a telegram from Walter Reade, Jr., then president of TOA and now chairman of the board, asking me to attend a meeting especially for small theatre owners and to bring some ideas with me.

"In giving consideration to his request, I began to wonder if at the state level we couldn't set up a series of service committees to be at the service of those exhibitors who have exhausted every effort of their own to solve their difficulties. This service committee would have the weight of the state association behind it and would be available to all members in good standing who file a legitimate complaint in writing. We would propose to attempt a solution of the problem by honest, across the board negotiations, starting first at the branch level, but going all the way to the home office, if necessary. I believe that this committee should handle all grievances, including obvious unjust film rentals. I don't know that the distributors will talk to a committee about such matters, but I do know that all they can do is to throw us out, and certainly we can keep going back until someone in authority realizes that as a state group we mean to get help for our fellow members if he is entitled to it. And that will do it, one way or the other.

Seeks Top-Level Talks

"The distributors say that they are always ready to negotiate; we certainly are ready to negotiate, but we must negotiate from the same unified strength that they do. It is my honest belief that they will listen to us and that if we have a legitimate problem, it can be solved, perhaps not at the local level, though I think we should start there, but at the top level."

President Stacy Wilhite of Cookeville reported on the potential tax fight with the coming session of the state legislature. George Gaughan, TOA field representative outlined plans now being made to throw the full force of the state association behind plans to defeat any adverse legislation.

'Gretel' in Canada

Sixteen theatres in Canada's five leading cities will open day-and-date on Dec. 24 with Michael Myerberg's "Hansel and Gretel" as their Christmas holiday attraction, it was announced by Walter Branson, RKO's world-wide sales manager.

'Oklahoma' to Rivoli Here

(*Continued from page* 1)

on a two-a-day basis throughout the country.

He bowed out of further explanation, saying that his major efforts are now devoted to lining up productions for his company which has a franchise to produce 10 pictures in the process in the next five years. Exhibition plans, he went on, are being handled by Magna Theatre Corp., a company in which he now acts in a consultant capacity.

"War and Peace," the second planned film to be lined up by Mike Todd Productions, will be filmed on location in Yugoslavia, if present negotiations materialize, Todd said. Talks, he continued, to line up Fred Zinnemann as director and Robert Sherwood as the writer are now being conducted.

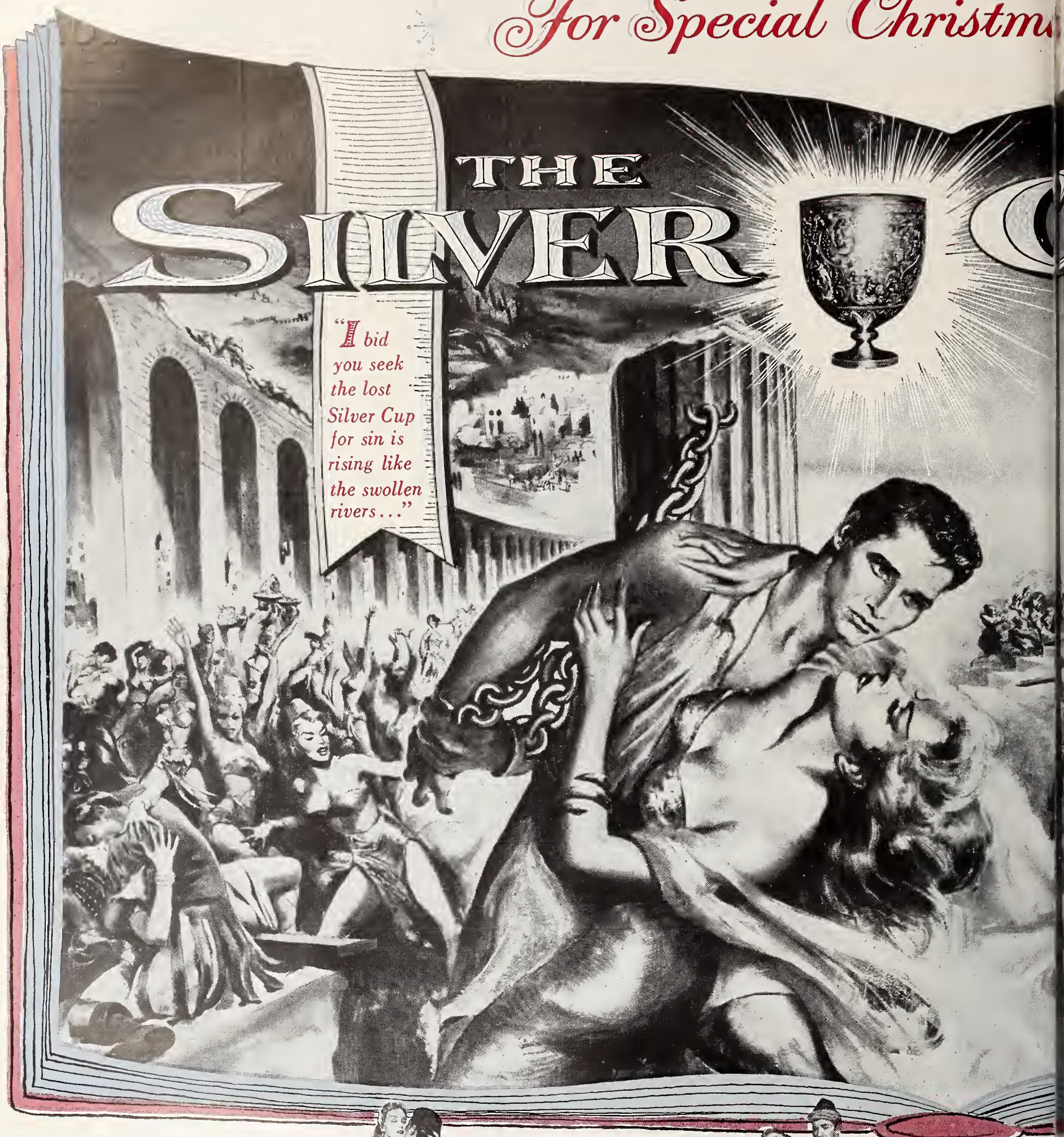
Todd said he found Yugoslav officials very cooperative, adding that the Yugoslav Ambassador to the U. S. was flown to the Coast to see a demonstration of the process. Cognizant of the magnitude of the production, Todd continued, there is hope to get the Yugoslav Government to allow contingents of its army to be used in the production.

He said "War and Peace" will go into production on Jan. 15 with exterior shots being filmed, adding that he estimated that the entire production would take two years. Todd acknowledged that the title "War and Peace" had been registered with the Motion Picture Association of America by David O. Selznick, but added he, "registration does not intimidate me." The property is in the public domain, he said.

Present plans, he went on, is to have a four-hour running time for "War and Peace." The first planned film for Mike Todd Productions is "Around the World in 80 Days."

For Special Christm

THE SILVER C



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PAUL NEWMAN

WITH
WALTER HAMPDEN
WRITTEN FOR THE SCREEN BY
LESSER SAMUELS
Associate Producer
MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN
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REGENT
RIVERSIDE
ROYAL
WHITE PLAINS
YONKERS
PORT CHESTER, N. Y.—CAPITOL

Brooklyn

AMBASSADOR
AVALON
BUSHWICK
CARLTON
DYKER
EMBASSY
GREENPOINT
KENMORE
LOEW'S BORO PARK
MADISON
MARINE
PROSPECT
REPUBLIC
SAVOY
STADIUM
STONE
TILYOU
WALKER
ASTORIA, L. I.—ASTORIA
BAY SHORE, L. I.—REGENT
FAR ROCKAWAY, L. I.—STRAND
FLORAL PARK, L. I.—FLORAL
FLUSHING, L. I.—FLUSHING
FLUSHING, L. I.—MEADOWS
FOREST HILLS, L. I.—MIDWAY
FREEPORT, L. I.—GROVE
GLEN COVE, L. I.—COVE
GREAT NECK, L. I.—PLAYHOUSE
HEMPSTEAD, L. I.—RIVOLI
HUNTINGTON, L. I.—HUNTINGTON
JACKSON HEIGHTS, L. I.—BOULEVARD
JAMAICA, L. I.—ALDEN
LYNBROOK, L. I.—LYNBROOK
PATCHOGUE, L. I.—RIALTO
PORT WASHINGTON, L. I.—BEACON
QUEENS VILLAGE, L. I.—QUEENS
RICHMOND HILL, L. I.—RICHMOND HILL
WOODSIDE, L. I.—SUNNYSIDE

STAPLETON, S. I.—PARAMOUNT

HAVERSTRAW, N. Y.—BROADWAY
KINGSTON, N. Y.—BROADWAY
MIDDLETOWN, N. Y.—STATE
NYACK, N. Y.—ROCKLAND
OSSINING, N. Y.—VICTORIA
PORT JERVIS, N. Y.—STRAND
SUFFERN, N. Y.—LAFAYETTE
ASBURY PARK, N. J.—MAYFAIR
BOONTON, N. J.—STATE
DOVER, N. J.—BAKER
JERSEY CITY, N. J.—STATE
LAKEWOOD, N. J.—STRAND
MORRISTOWN, N. J.—COMMUNITY
NETCONG, N. J.—PALACE
NEWARK, N. J.—PROCTORS
NEW BRUNSWICK, N. J.—STATE-RIVOLI
PASSAIC, N. J.—MONTAUK
PATERSON, N. J.—FABIAN
PERTH AMBOY, N. J.—MAJESTIC
PRINCETON, N. J.—PLAYHOUSE
TOMS RIVER, N. J.—COMMUNITY

WASHINGTON Exchange

WASHINGTON, D. C.—COLUMBIA
ANNAPOLIS, MD.—PLAYHOUSE
BALTIMORE, MD.—MAYFAIR
BRISTOL, TENN. AND VA.—CAMEO
CHARLOTTESVILLE, VA.—JEFFERSON
CUMBERLAND, MD.—LIBERTY
HAGERSTOWN, MD.—COLONIAL
LYNCHBURG, VA.—WARNER
NEWPORT NEWS, VA.—JAMES
NORFOLK, VA.—NEWPORT AND COLLEY
PETERSBURG, VA.—BLUEBIRD
PORTSMOUTH, VA.—COMMODORE
RICHMOND, VA.—CAPITOL
ROANOKE, VA.—JEFFERSON

OKLAHOMA CITY Exchang

OKLAHOMA CITY, OKLA.—STATE

NEW HAVEN Exchange

NEW HAVEN, CONN.—ROGER SHERMAN
BRIDGEPORT, CONN.—HIWAY & BEVERLY
DANBURY, CONN.—EMPRESS
HARTFORD, CONN.—STRAND
NEW BRITAIN, CONN.—EMBASSY
NEW LONDON, CONN.—GARDE
NORWICH, CONN.—LORDS
STAMFORD, CONN.—STAMFORD
WILLIMANTIC, CONN.—GENI
BRISTOL, CONN.—CAMEO
TORRINGTON, CONN.—WARNER
SO. MANCHESTER, CONN.—STATE
MIDDLETOWN, CONN.—PALACE

JACKSONVILLE Exchange

JACKSONVILLE, FLA.—PALACE or FLORIDA
CORAL GABLES, FLA.—CORAL
DAYTONA BEACH, FLA.—EMPIRE
FT. LAUDERDALE, FLA.—WARNER
MIAMI, FLA.—FLORIDA
MIAMI BEACH, FLA.—SHERIDAN
ST. PETERSBURG, FLA.—PHIEL
TAMPA, FLA.—PALACE
WEST PALM BEACH, FLA.—CENTER

MEMPHIS Exchange

MEMPHIS, TENN.—WARNER
LITTLE ROCK, ARK.—ARKANSAS

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CHAMPAIGN, ILL.—VIRGINIA

ATLANTA Exchange

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BIRMINGHAM, ALA.—EMPIRE
CHATTANOOGA, TENN.—STATE
MACON, GA.—GRAND
NASHVILLE, TENN.—TENNESSEE
SAVANNAH, GA.—SAVANNAH
TUSCALOOSA, ALA.—DRUID

LOS ANGELES Exchange

LOS ANGELES, CAL.—LOEW'S STATE
BAKERSFIELD, CAL.—CALIFORNIA
BEVERLY HILLS, CAL.—FOX BEVERLY
HOLLYWOOD, CAL.—EGYPTIAN
LONG BEACH, CAL.—TOWN & RIVOLI
OXNARD, CAL.—VOGUE
RIVERSIDE, CAL.—RIVERSIDE
SAN BERNARDINO, CAL.—FOX
SAN DIEGO, CAL.—CALIFORNIA
SANTA BARBARA, CAL.—STATE
TUCSON, ARIZ.—FOX

MINNEAPOLIS Exchange

MINNEAPOLIS, MINN.—PANTAGES
DULUTH, MINN.—GARRICK
FAIRMONT, MINN.—LAKE
ROCHESTER, MINN.—TIME
ST. PAUL, MINN.—RIVIERA
SIOUX FALLS, S. D.—EGYPTIAN

INDIANAPOLIS Exchange

INDIANAPOLIS, IND.—CIRCLE
EVANSVILLE, IND.—CARLTON
FT. WAYNE, IND.—PALACE
LAFAYETTE, IND.—MAIN
LOUISVILLE, KY.—RIALTO
MUNCIE, IND.—STRAND

DENVER Exchange

DENVER, COLO.—ORPHEUM
ALBUQUERQUE, N. M.—STATE
BOULDER, COLO.—FLATIRONS
COLORADO SPRINGS, COLO.—CHIEF
PUEBLO, COLO.—CHIEF

KANSAS CITY Exchange

KANSAS CITY, MO.—MISSOURI
JOPLIN, MO.—FOX
MARSHALL, MO.—MARY LOU
SPRINGFIELD, MO.—GILLIOZ
TOPEKA, KANS.—GRAND

PHILADELPHIA Exchange

PHILADELPHIA, PA.—STANTON
ALLENTOWN, PA.—RIALTO
BETHLEHEM, PA.—BOYD
EASTON, PA.—STATE
HARRISBURG, PA.—COLONIAL
LANCASTER, PA.—GRAND
READING, PA.—WARNER
SCRANTON, PA.—CAPITOL
TRENTON, N. J.—TRENT
WILKES-BARRE, PA.—PENN
WILMINGTON, DEL.—WARNER
WILMINGTON, DEL.—TOWN

SAN FRANCISCO Exchange

SAN FRANCISCO, CAL.—GOLDEN GATE
FRESNO, CAL.—CREST
OAKLAND, CAL.—TOWER
RENO, NEV.—GRANADA
SACRAMENTO, CAL.—ALHAMBRA & CREST
SALINAS, CAL.—VOGUE
SAN JOSE, CAL.—UNITED ARTISTS
STOCKTON, CAL.—RITZ
VALLEJO, CAL.—EL REY

MILWAUKEE Exchange

MILWAUKEE, WISC.—ALHAMBRA
APPLETON, WISC.—APPLETON
BELOIT, WISC.—STATE
GREEN BAY, WISC.—TIMES
KENOSHA, WISC.—GATEWAY
MADISON, WISC.—CAPITOL
PORTAGE, WISC.—HOME
RACINE, WISC.—RIALTO

SEATTLE Exchange

SEATTLE, WASH.—BLUE MOUSE
ANCHORAGE, ALASKA—EMPRESS
BREMERTON, WASH.—ROXY
FAIRBANKS, ALASKA—LACEY
TACOMA, WASH.—BLUE MOUSE

NEW ORLEANS Exchange

NEW ORLEANS, LA.—CIVIC
BATON ROUGE, LA.—GORDON
JACKSON, MISS.—ROYAL MUSIC HALL
MOBILE, ALA.—DOWNTOWN
PENSACOLA, FLA.—FLORIDA
SHREVESPORT, LA.—GLENWOOD

SALT LAKE CITY Exchange

SALT LAKE CITY, UTAH—CENTER
BOISE, IDA.—ADA
PROVO, UTAH—UINTA

OMAHA Exchange

OMAHA, NEB.—BRANDEIS
LINCOLN, NEB.—VARSITY
SIOUX CITY, IA.—ORPHEUM

BOSTON Exchange

BOSTON, MASS.—MEMORIAL
CLAREMONT, N. H.—MAGNET
CONCORD, N. H.—CONCORD
FALL RIVER, MASS.—CENTRE
KEENE, N. H.—SCENIC
LAWRENCE, MASS.—WARNER
LEWISTON, MAINE—RITZ
LOWELL, MASS.—KEITH
NEW BEDFORD, MASS.—EMPIRE
NEWPORT, R. I.—PARAMOUNT
PORTLAND, MAINE—EMPIRE
PROVIDENCE, R. I.—ALBEE
SPRINGFIELD, MASS.—PARAMOUNT
TAUNTON, MASS.—STRAND

PITTSBURGH Exchange

PITTSBURGH, PA.—STANLEY
ALTOONA, PA.—CAPITOL
ERIE, PA.—STRAND
JOHNSTOWN, PA.—CAMBRIA
MORGANTOWN, W. VA.—WARNER

CINCINNATI Exchange

CINCINNATI, OHIO—GRAND
CHARLESTON, W. VA.—VIRGINIAN
COLUMBUS, OHIO—GRAND
DAYTON, OHIO—COLONIAL
HUNTINGTON, W. VA.—ORPHEUM

BUFFALO Exchange

BUFFALO, N. Y.—LAFAYETTE
BINGHAMTON, N. Y.—CAPITOL
JAMESTOWN, N. Y.—WINTER GARDEN
NIAGARA FALLS, N. Y.—STRAND
ROCHESTER, N. Y.—REGENT
SYRACUSE, N. Y.—ECKELS

CHARLOTTE Exchange

CHARLOTTE, N. C.—MANOR
GREENVILLE, S. C.—PLAZA

DES MOINES Exchange

DES MOINES, IA.—ORPHEUM
CEDAR RAPIDS, IA.—IOWA
DAVENPORT, IA.—CORONET
DUBUQUE, IA.—ORPHEUM
MARSHALLTOWN, IA.—ORPHEUM
WATERLOO, IA.—ORPHEUM

ALBANY Exchange

ALBANY, N. Y.—PALACE
AMSTERDAM, N. Y.—MOHAWK
SCHENECTADY, N. Y.—PROCTORS
TROY, N. Y.—PROCTORS
UTICA, N. Y.—UPTOWN
WATERTOWN, N. Y.—AVON

DALLAS Exchange

DALLAS, TEX.—TOWER
AUSTIN, TEX.—QUEEN
FT. WORTH, TEX.—PALACE
SAN ANTONIO, TEX.—TEXAS

ST. LOUIS Exchange

ST. LOUIS, MO.—
RICHMOND & PAGEANT

DETROIT Exchange

DETROIT, MICH.—ADAMS
ANN ARBOR, MICH.—STATE
BATTLE CREEK, MICH.—REGENT
BAY CITY, MICH.—REGENT
FLINT, MICH.—GARDEN
GRAND RAPIDS, MICH.—REGENT
JACKSON, MICH.—CAPITOL
KALAMAZOO, MICH.—CAPITOL
LANSING, MICH.—ESQUIRE
MUSKEGON, MICH.—REGENT

CLEVELAND Exchange

CLEVELAND, OHIO—PALACE
AKRON, OHIO—PALACE
CANTON, OHIO—PALACE
ELYRIA, OHIO—CAPITOL
FINDLEY, OHIO—HARRIS
LIMA, OHIO—SIGNET
MANSFIELD, OHIO—OHIO
MARION, OHIO—PALACE
WARREN, OHIO—ROBINS

PORTLAND Exchange

PORTLAND, ORE.—UNITED ARTISTS
EUGENE, ORE.—REX
SALEM, ORE.—GRAND

CANADA

CALGARY Exchange

EDMONTON, ALTA.—EMPRESS
EDMONTON, ALTA.—GARNEAU

MONTREAL Exchange

MONTREAL, QUE.—AVENUE
MONTREAL, QUE.—KENT

TORONTO Exchange

TORONTO, ONT.—TIVOLI
TORONTO, ONT.—CAPITOL
TORONTO, ONT.—NORTOWN
TORONTO, ONT.—ALHAMBRA
TORONTO, ONT.—ST. CLAIRE
TORONTO, ONT.—CENTURY

WINNIPEG Exchange

WINNIPEG, SASK.—LYCEUM
WINNIPEG, SASK.—UPTOWN
WINNIPEG, SASK.—COLLEGE

Distributed by RKO RADIO PICTURES THE SHOWMANSHIP COMPANY

Banks Policy

(Continued from page 1)

was launched, had hopes of supplementing its subscriptions with bank money. EFFG president Sam Pinanski said the EFFG set-up might work to relax the major outlet provision of banks.

A spokesman for DCA, which also plans to use independent regional distributors, expressed unconcern over the major outlet provision of banking firms, saying that DCA had sufficient financing.

John Ford

(Continued from page 1)

Columbia, a story of West Point.

Cooper and Ford, who will retain the presidency and board chairmanship, respectively, of their Argosy Pictures Corp., first were associated in 1933, when Cooper was in charge of production for RKO and assigned Ford to direct "The Informer" and "Lost Patrol," both precedental pictures. Whitney and Cooper were associated in Cinerama Productions.

On company policy, Whitney said, "I firmly believe the day of the small picture was doomed with the presentation of 'Cinerama.' We intend to produce only pictures of the finest quality of which we are capable."

Joint Holiday Party

HARTFORD, Dec. 1.—Staffs of three Connecticut exchanges, U-I, UA and Republic will hold a joint holiday party at the Town Ho Restaurant, Milford, Conn., on Dec. 9.

Republic-DCA Deal Off

(Continued from page 1)

cided not to go ahead with the proposal. Reports were to the effect that a laboratory printing deal with Consolidated Film also figured in the proposal.

No Comment from D.C.A.

D.C.A. executives did not comment on that phase of the report but said that after the distribution proposal had been made and considered, the company decided to adhere to its original plan to sell and distribute through state righters, where it did not handle its own sales from headquarters here. They observed that the terms offered by Republic were "very attractive."

The D.C.A. official said that it has virtually completed the task of lining up states rights representatives nationally, and that with product ready for release and more shooting, with its stock oversubscribed by exhibitors and with more than $850,000 in cash already advanced, it is ready for full operation.

Details of D.C.A.'s progress will be revealed to the trade press by Fred Schwartz, president, at a conference scheduled for next Tuesday in New York.

Arbitration

(Continued from page 1)

Adolph Schimel, distribution arbitration committee counsel, and Herman Levy, Theatre Owners of America general counsel, will meet tomorrow morning to discuss, it is expected, the question of damages and other items for arbitration.

Expected to attend Monday's committee meeting are Al Lichtman, chairman for the distributors' group; A. Montague, Charles Reagan, Schimel, S. H. Fabian, Max A. Cohen, Leo Brecher and Levy.

Reopen Rifkin House

HARTFORD, Dec. 1.—Rifkin Theatres' Phillips Theatre, Springfield, Mass., rebuilt after a fire, reopened tonight.

'Birth of a Nation'

(Continued from page 1)

Ted Thal, president of Thalco Corp., and Michael Spack, president of Tema Corp., both companies in the glass industry.

Ryan said the purchase followed eight months of negotiation with Harry E. Aitken, president of Epoch Film Corp., which owned the title rights, and the widow of the novelist, Thomas Dixon, who owned the rights to Dixon's "The Clansman," from which "The Birth of a Nation" was taken. The group is said to have paid $750,000 for all rights to the property.

No distribution channel has been chosen, but discussions are said to be under way with two major companies. Conversations have been conducted with Dudley Nichols concerning his writing the script for the picture, but no deal has yet been finalized.

Produced in 1915

"Birth" produced by D. W. Griffith in 1915, and believed to have been seen by more people, and possibly to have grossed more revenue, than any other picture, is largely credited with having lifted motion pictures from the "swaddling clothes" status to adult stature. Shown first as two-a-day attraction, with symphony orchestra touring with the film, "Birth" prospered steadily on repeated rounds of the nation's theatres, but ran into organizational and sectional opposition in later years when views and attitudes toward slavery and "clan"-type activity, such as shown in the film, underwent a change.

A sound-tracked and edited version has been shown limitedly in recent years under Aitken's continuing management.

Ryan told MOTION PICTURE DAILY his group does not anticipate difficulty in handling either the slavery or the "clan" features of the Dixon story in the modern version.

Subways' 'Go See' Picks 3 Foreigns

For the first time in the 13-year history of the New York subway's "picture of the month" selections, a trio of foreign-made films has been named the "Go See" films.

The December subway selections are the Italian-made "Aida," now playing at the Little Carnegie Theatre; the Japanese film "Gate of Hell," which will have its American premiere Dec. 13 at the Guild Theatre, and the British-Italian co-production "Romeo and Juliet," which will open Dec. 21 at the Sutton Theatre.

Some Ohio Theatres To Close for Week

COLUMBUS, O., Dec. 1.—"Several" neighborhood theatres here and others in small towns in this area plan to close Dec. 19 and remain closed until Dec. 25, Christmas Day, Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, reports.

"With the scarcity of strong attractions," Wile says, the exhibitors feel that none should be "wasted" on the light attendance of the week before Christmas.

How Hughes

(Continued from page 1)

for action. Should the deadline for tenders be extended again, Odlum indicated at the meeting of Atlas Corp. stockholders here on Tuesday, there would be a serious question whether Atlas would continue to be interested in acquiring control.

RKO Pictures Corp. sold all of its assets to RKO Radio for $15,000,000. It has that sum plus an additional several millions in its treasury and also has a loss carry-forward which can be used advantageously for tax savings if the company is reactivated and placed on a profit-making basis. Those were the advantages which influenced Atlas to pay more than the $6 tender price in order to enlarge its holdings of the RKO Pictures stock during the past year.

Should no deal with Hughes materialize by the Dec. 31 deadline or thereafter, Atlas would stand to lose a substantial sum, the difference between its purchase price for huge blocks of the stock earlier in the year, and the $6 redemption price, in the event it elected to tender its RKO Pictures stock.

If it succeeds in acquiring control, Atlas has excess capital on hand to finance re-activation of the company, to realize the advantages of its loss carry forward, Odlum told the Atlas stockholders. He did not indicate in any way that, if reactivated by Atlas, RKO Pictures would again become a film producing-distributing company.

Mountain Group

(Continued from page 1)

sion session at the Hotel Utah, exhibitors heard a report from E. D. Martin, Walter Reade, Jr., Joe Rosenfield and Carl Anderson, all of TOA, on the plan to finance independent production of films. The response was enthusiastic. Many wanted to put up money on the spot, according to reports. Martin and Reade said it was the same response they had been meeting throughout the country.

Sidney L. Cohen, chairman pro-tem, said the turnout was much more than expected, especially when it is considered the group was starting from scratch.

Altec's current installation rate accounts for 75% of total stereophonic sound sales!

Broadway or Main Street, theatre owners know Altec's engineering skill and know-how assure perfect installation, sure service.

That's why Brandt's GLOBE, Broadway, New York, (pop. 8,000,000) and the OPERA HOUSE, Lebanon, New Hampshire, (pop. 4,614) signed Altec stereophonic installation and service contracts!

SPECIALISTS IN MOTION PICTURE SOUND
161 Sixth Avenue, New York 13, N.Y.

ALTEC®
SERVICE CORPORATION

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 106 NEW YORK, U. S. A., FRIDAY, DECEMBER 3, 1954 TEN CENTS

5-2 Decision

O. High Court Rules Censor Law Unlawful

Prior-Censorship Seen Killed by the Decision

COLUMBUS, O., Dec. 2. — Any further film censorship under the present Ohio law is "unreasonable and unlawful," declared the Ohio Supreme Court in a 5-2 decision in appeal cases involving RKO Radio's "The French Line" and "Son of Sinbad" and Capitol Enterprises' "Mom and Dad." The court failed by one vote to declare the censor law unconstitutional. Observers

(*Continued on page* 4)

Lausche Wants Ohio Censorship Kept

COLUMBUS, O., Dec. 2.—Gov. Frank J. Lausche asserted today that Ohio must have a film censorship law despite the Ohio Supreme Court decision. He said the State Education Department has been directed to draft legislation which will meet constitutional requirements.

Lausche said he had doubted the

(*Continued on page* 4)

Cinerama System For Small Theatre Shown on Coast

From THE DAILY Bureau

HOLLYWOOD, Dec. 2.—Delegates to National Theatres' convention, which ended officially Wednesday night, this morning witnessed a demonstration of "small-theatre Cinerama," a setup developed by the circuit's R. H. McCullough and installed, experimentally, at the long-shut Melrose Theatre, Hollywood.

The concensus of circuit personnel

(*Continued on page* 3)

Fiscal Year Ticket Tax: $270,520,000

From THE DAILY Bureau

WASHINGTON, Dec. 2.—General admission tax collections totaled $270,520,000 in the year ending June 30, Internal Revenue Service reported.

In the previous fiscal year, ending June 30, 1953, collections amounted to $310,224,000. However, the figures are not strictly comparable for two reasons: a reduction in the admission tax rate that took place on April 1, 1954; and a change in the method of paying the taxes to the Treasury from a monthly to a quarterly basis, effective July 1, 1953.

Industry Proposes

NEW MILITARY POST CLEARANCE PLAN

Army and Air Force Theatres Would Play 14 Days After Privately-Owned First-Runs

By J. A. OTTEN

WASHINGTON, Dec. 2.—The Defense Department is studying an industry proposal that Army and Air Force theatres play new films 14 days behind nearby privately-owned first-run theatres.

Under the industry proposal, service theatres which are not near privately-owned theatres would continue to play first-run films 21 days before their general release, as is now the case for all service theatres.

D. Walter Swan, Deputy Assistant Secretary of Defense for public affairs, said the services are studying the effects that the industry proposal might have on service morale. He declared he thought the study would be completed shortly after the first of the year, and that he would then meet with representatives of distributors and theatre owners. He has already met twice with these industry spokesmen to hear and discuss the industry's side of the situation.

Exhibitors have complained that in many areas where service theatres are close to privately-owned theatres, early

(*Continued on page* 5)

Disney Stands Firm On '20,000 Leagues' Stereophonic Policy

Walt Disney Productions yesterday stood firm on its policy of releasing "20,000 Leagues Under the Sea" first in stereophonic sound.

The Disney policy was spelled out in an answering telegram to E. D. Martin, president of Theatre Owners of America, signed by Roy O. Disney, president of Walt Disney Productions.

Declared Disney: "I believe it only good business and common sense to present our picture first in stereophonic sound, which is an integral part of the story, with dramatic value, just as much as any other factor, so that on its first presentation in deluxe houses it should be presented with stereophonic sound if at all possible; otherwise substantial production costs will have been tossed to the wind."

Disney began his telegram by referring to a telephone conversation he had with Martin. "I tried to explain to you in our telephone conversation," the telegram stated, "that it was physically impossible to have optical prints

(*Continued on page* 4)

44 Legislatures to Convene Next Year

From THE DAILY Bureau

WASHINGTON, Dec. 2.—Legislatures in 44 of the 48 states are scheduled to meet next year.

All states but Kentucky, Virginia, Louisiana and Mississippi are slated to have their legislatures in session some time during the year, according to Jack Bryson, legislative representative of the Motion Picture Association. Bryson said he expects the usual tax, censorship and other issues to pop up, though as of now, he knows of no specific bills that are likely to be pending in any particular state.

MPAA officials, meanwhile, indicated doubt they will push any new

(*Continued on page* 3)

Say Du Mont AB-PT Talks Resumed

Discussions of a deal for American Broadcasting-Paramount Theatres to acquire the Du Mont television stations have been renewed, according to industry and financial district reports. However, no confirmation was forthcoming from official sources. Of those who could be reached, most declined to comment.

Apparently on the strength of the reports, Du Mont stock advanced about two points on a turnover of nearly 40,000 shares in the past two

(*Continued on page* 4)

Dudley Will Make 6 Annually for 6 Years

HOLLYWOOD, Dec. 2.—Carl Dudley, president of Dudley Pictures Corp., today announced plans for producing six features annually for the next six years, and said a $2 million revolving fund has been set up to finance the production project. He said all films will be in Eastman color and will be photographed with the

(*Continued on page* 3)

Reserve Decision on NYC 5% Admission Tax Appeal

By LESTER DINOFF

With both exhibitor and New York City attorneys contending that the current suit against the city's five per cent admission tax is only a matter of law interpetation, not an issue of fact, five Supreme Court justices sitting in the Brooklyn Appellate Division yesterday reserved decision on the plaintiff's appellant and the city's respondent briefs.

Edward Raftery

According to Assistant Corporation Counsel Stanley Buchsbaum, who, with the New York City exhibitor counsellors, was allowed 15 minutes to present arguments, a decision from the five jurists may be expected within three to five weeks.

Sitting on the Supreme Court, Second Department, bench were justices George J. Beldock, Henry G. Wenzel, Jr., Gerald Nolan, presiding, John MacCrate, and Charles E. Murphy. Buchsbaum represented New York City while exhibitor attorneys and representatives in court included Edward Raftery, RKO Theatres; Thomas Bress, Loew's Theatres; Cecelia A. Goetz, Brandt Theatres; Louis Weber, Skouras Theatres; Mitchell Klupt, Century Theatres, and D. John Phillips of the Metropolitan Motion Picture Theatres Association of New York.

Raftery, who presented the main

(*Continued on page* 3)

Personal Mention

ILYA LOPERT, president of Lopert Films, will leave here for London today.

•

TONY REDDIN, Paramount's director of advertising and theatres in England, arrived in New York Wednesday from London, and will leave here tomorrow for Hollywood.

•

HOWARD DIETZ, M-G-M vice-president, and DAN S. TERRELL, publicity manager, will leave here by plane on Sunday for the Coast.

•

LEM JONES, 20th Century-Fox short subjects sales manager, will leave here Tuesday for Denver and other key cities of the West.

•

LOUISE LEONARD, manager of Loew's Lexington Theatre here, is in Doctor's Hospital recuperating from an operation.

•

LEON BIRNBAUM, 20th Century-Fox studio music editor, is scheduled to arrive in New York today from Hollywood.

•

KENNETH MACKENNA, M-G-M studio story head, will arrive in New York from the Coast on Sunday.

•

JEAN CARSON, British actress, will leave New York for London on Sunday via B.O.A.C. Monarch.

•

JOE DONOHUE, of The Ettinger Company's Hollywood office, will arrive here today from the Coast.

•

DAVID FRIEDMAN, Paramount field representative, is here from Chicago.

Filmakers Conclave Dec. 11-12 in Chicago

From THE DAILY Bureau

HOLLYWOOD, Dec. 2. — Filmakers Releasing Organization will hold its national sales convention Dec. 11-12, at the Blackstone Hotel, Chicago, with 28 franchise holders attending. President Irving H. Levin and vice-president Harry Mandell will fly to New York at the weekend for a week of conferences there prior to the Chicago conclave.

WB Told to File Data In Phila. Theatre Suit

PHILADELPHIA, Dec. 2.—Judge Lord, in U. S. District Court here, has issued a decision in the Warner Brothers Pictures Distributing Corp., and others, against the Fox Dening Theatre stating that the plaintiffs should furnish the defendant with information regarding specific returns where they consider there has been fraud in paying license fees to the plaintiffs, together with information now in their possession as to what they consider the proper amounts which should have been stated and the source of that information.

6 Pre-Release Dates Lined Up for 'Army'

WASHINGTON, Dec. 1.—Six pre-release engagements of "This Is Your Army" have been lined up, it has been announced by Lt. Col. Walter Griscti, assigned by the Department of Defense as liaison officer with the motion picture industry in the distribution of the picture.

The picture's world premiere will be held Tuesday at the Warner Wilton Theatre in Los Angeles. Col. Griscti said a detachment of troops has been assigned to duty at the theatre and Army searchlights, bands and exhibits of Army equipment will add to the impressiveness of the occasion.

In New York Dec. 14

Other pre-release engagements already set, according to Col. Griscti, are the Metropolitan Theatre, Washington, and the Paramout Theatre, Atlanta, both Dec. 9, the Mastbaum Theatre, Philadelphia, and the Majestic Theatre, Dallas, both Dec. 10, and the Globe Theatre, New York, Dec. 14.

At all these pre-release engagements, Col. Griscti asserted, Army troops, bands, equipment and searchlights will be used.

Sponsored by the Council of Motion Picture Organizations, "This Is Your Army" is a Department of Defense picture which is being distributed without profit by all the major film companies. Any surplus film rental money that may be left after payment of print costs and other out-of-pocket expenses will be donated to the Army Relief Fund.

Swiss Firm Signs Perspecta Deal

Praesens Films of Switzerland, headed by Lazar Wechsler, is the latest independent producing company to sign a licensing agreement to produce all forthcoming pictures with Perspecta stereophonic sound, it was announced yesterday. Among Wechsler's past pictures were "Four Men in a Jeep," "The Last Chance" and "The Search."

Says Theatre 'Fans' Are Fleeing TV

"Folks Are Going to the Movies Again," Westchester County newspapers averred editorially on Wednesday. And one of the big reasons, the editorial declares, is television.

"Movie-lovers apparently have learned anew that they can go to a picture house and see a good show without a lengthy interruption every five minutes to extol the merits of soap, tooth paste, automobiles, razors, beer or what have you."

Compo Ad Pegged To Reopened House

The decision of Ellsworth, Wis., merchants to finance the reopening of their town's motion picture theatre forms the basis of an advertisement published by the Council of Motion Picture Organizations in this week's Editor & Publisher.

Headed "78 words that ought to be framed," the advertisement reproduces a dispatch from Minneapolis giving details of the Ellsworth merchants' action. Around the dispatch is a faint line drawing of a picture frame.

Morale Seen Hurt

The story related that the merchants decided to subsidize the reopening of the local theatre because they had found that its closing not only had hurt their business but had lowered the morale and spirits of the town's residents.

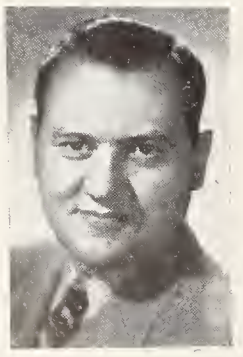
The advertisement is the 32nd in a series being carried in Editor & Publisher by COMPO.

Lead UA Drive

United Artists' Los Angeles, Denver and Minneapolis branches have captured first place in their respective groups in the fifth week of the second lap of the Robert S. Benjamin sales drive.

Heineman to Be Distributor Chairman Of 1954-55 National Conference Drive

William J. Heineman, United Artists vice-president in charge of distribution, will serve as distributor chairman in the 1954-55 national conference drive in observance of Brotherhood Week, it was announced by John H. Harris, national chairman of the amusements division. Heineman succeeds Morey Goldstein, vice-president of Allied Artists.



W. J. Heineman

Francis M. Winikus, national director of advertising, publicity and exploitation for United Artists, has accepted the post of director of advertising and publicity for the Brotherhood campaign. Brotherhood Week will be launched with a dinner at the Waldorf-Astoria Hotel in New York on Jan. 13.

J. Robert Rubin, general chairman of the Amusements Division of the National Conference for many years, will be the guest of honor.

Forty-seven industry leaders have accepted posts as national chairmen and members of the 11 regional committees. The National Conference promotes understanding among Americans of all faiths.

Paramount Officials Leaving for Parleys At Hollywood Studios

Two important meetings next week in Hollywood that will determine Paramount Pictures promotion and sales policies for 1955 will be signaled this weekend with the departure from New York of several home office executives.

A. W. Schwalberg, president of Paramount Film Distributing Corp., who will preside at a special divisional sales managers meeting, which will open Monday at the Paramount Studio, will leave tomorrow with a home office sales executive contingent.

Leaving also at the weekend will be Sid Blumenstock, advertising manager; Herb Steinberg, national exploitation manager, and Burt Champion, publicity manager, who will attend Paramount's first international promotion coordination meeting, set to begin Monday at the studio, with Jerome Pickman, vice-president, presiding.

Many Leave Tomorrow

Sales executives leaving New York for the Coast Saturday include Hugh Owen, home office distribution executive; Howard Minsky, Mid-East division manager, and Monroe R. Goodman, executive assistant to Schwalberg. Oscar A. Morgan, general sales manager in charge of short subjects, left yesterday. E. K. O'Shea, distribution vice-president, and Sidney Deneau, his sales assistant, were in St. Louis yesterday on business and will leave there today for the studio.

To Discuss M-G-M Plans

Charles M. Reagan, M-G-M vice-president in charge of distribution, will discuss the company's plans for the new year at a luncheon with trade press representatives at the Sheraton-Astor Hotel here next Tuesday.

Trans-Lux Dividend

At a meeting of the board of directors of Trans-Lux Corp., a dividend of 15 cents per share on the stock of the corporation was voted, to be paid on Dec. 20 to stockholders of record on Dec. 13.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
Color by Technicolor - A Paramount Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS. present
ROBERT MITCHUM · TERESA WRIGHT
in WILLIAM A. WELLMAN'S
Track of the Cat
CINEMASCOPE · WARNERCOLOR
PARAMOUNT B'WAY AT 43rd ST.

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Cinerama

(*Continued from page* 1)

who witnessed the demonstration today was that the procedure developed by McCullough makes it practicable to install workable "Cinerama" apparatus and setup in a middle-sized theatre, placing all three projectors inside a single booth and using mirror-type reflectors to obtain the necessary distribution of images to the side panels.

The demonstration was conducted with footage lent by Cinerama, and McCullough's plans contemplate mobile-unit use, to reach the smaller cities, as well as permanent-type installations.

The booth at the Melrose where the demonstration was given is 12 feet deep, twenty-two feet wide, and the screen is 21 feet high by 58 deep, with a ten-foot curvature. Only fifty seats had to be removed to accommodate the installation, it was said.

The experimentation was launched during the NT presidency of the late Charles P. Skouras, and has been conducted independently of Cinerama, although the latter lent footage for today's demonstration. No deal for the use of "This Is Cinerama" or other Cinerama product exists, according to reliable authority, although an NT spokesman had said that negotiations looking toward that end have been in progress over a long period.

Exhibition experts who witnessed the demonstration said the effect was generally good, although less "enveloping" than is achieved by Cinerama itself.

44 Legislators

(*Continued from page* 1)

censorship repeal laws the coming year. They have long marked Maryland as a crucial state in the state censorship repeal drive, and in view of their setback there early in November, they have apparently decided to let things slide in other states this coming year.

Six from Dudley

(*Continued from page* 1)

newly-improved Vistarama anamorphic lens.

Charles Bruce Newbery, former distribution head of Republic Pictures, will join Dudley in January as executive vice-president.

Richard Goldstine, vice-president in charge of production, is negotiating for appropriate quarters in a Hollywood studio and expects to launch the first feature in March.

March of Dimes, 'U' In 'Paris' Contest

In launching its 1955 campaign, the March of Dimes, in cooperation with Universal-International, will conduct a nationwide contest designed to focus attention on the polio drive.

Highlight of the joint undertaking will be a "So This Is Paris" contest, based on the forthcoming U-I Technicolor musical. Top prize in the contest will be an all-expense, ten day trip to Paris for two, via Pan American's Rainbow Service.

The "So This Is Paris" contest will be officially opened in New York City by the March of Dimes and Milton R. Rackmil, president of Universal Pictures, simultaneous with the national release of the film.

Decision on Tax Reserved

(*Continued from page* 1)

argument for the theatremen, informed the court that the exhibitor appeal of Supreme Court Justice Percy D. Stoddart's order of Oct. 11 was based on the city levy which exceeds the five per cent authorized under the State Enabling Act of 1947 and the city municipal assembly's mistake in not revoking prior license laws for ticket sales.

Justice Stoddart had ordered, adjudged and decreed in the early Fall that the New York City five per cent tax enacted by Local Law 37 for 1954 (Title G, Chap. 46 of the Administrative Code) is valid and constitutional in all respects. The exhibitor appeal was based on Justice Stoddart's order which granted the city's motion for summary judgment and dismissing the exhibitor's cross motion for summary judgment.

Clarified by Raftery

"The State Enabling Act of 1947," Raftery informed the jurists, "allows cities and municipalities to invoke an amusement tax not in excess of five per cent. The city in 1949 passed a law which was designed to do away with ticket gouging and scalpers and provided that only Federal tax information be printed on tickets. If any other information is printed on admission tickets, under the New York City law which was not amended when the five per cent tax was levied, it is a misdemeanor and a theatre is liable."

New York City's amusement levy is in direct "conflict" with its prior law which deals with licensing, Raftery said. "The courts shouldn't rewrite laws enacted by legislation, but the assembly, however, should have amended all prior laws which affect new administrations," he said.

Raftery also introduced a brief concerning a Pennsylvania ruling, Fisher's Pool Swimming Club, et al vs. Towamencin Township, Montgomery County, whereby the court ruled that the taxing resolution imposes a tax in excess of the rate allowed by the Enabling Act. The levy in this case, imposed a tax of one cent on every 10 cents of an admission charge or fraction thereof, exceeding the limit of 10 per cent as contained in the state ruling.

City counsellor Buchsbaum advised the court during his 15-minute talk that it is customary in business and banking that one-half cent or more equals one cent. "Under the legal and model legislation of the State Enabling Act of 1947, five cities and counties have introduced sales taxation," he said. "The courts must look at the legislation and its intention, nature and customs for users," the corporation lawyer said.

Questioned by Jurist

At this point, Justice Beldock asked Buchsbaum "a terminology question about the Enabling Act. "If the state law says 'not in excess of five per cent,' is it correct to say then that taxation could be levied at a rate of five per cent?" the jurist stated.

Buchsbaum, slightly bewildered at the Appellate jurists point, shrugged and said, "I don't know."

The Assistant Corporation Counsel closed by saying that "in the end, the New York City five per cent tax will be just that, slightly more or maybe slightly less."

Bress, in his short say, stated that the city fathers know that the tax is illegal and have made provisions to utilize tokens or stamps for taxation.

Review

"The Heart of the Matter"

(*Associated Artists*)

GRAHAM GREENE'S novel, "The Heart of the Matter," is basically a profound study of a man tormented by conflict with his wife, his mistress, himself and his God. That novel, and that theme, are here used under the skillful production reins of Ian Dalrymple, resulting in a film of deep and adult emotional appeal, an appeal which attracts a rather limited but highly intelligent and perceptive audience.

A London Films presentation, distributed in this country by Associated Artists Productions, the film stars Trevor Howard as the British deputy police commissioner in Freetown, West Africa, during World War II. Elizabeth Allan is seen as his shrewish wife and Maria Schell as the girl with whom he falls hopelessly in love. Having been photographed to a large extent on West African location, the picture is full of mood and music which alternately serve as underscoring and counterpoint to the principal action.

This concerns Howard who, after the loss of his child and 15 years in his post, is content to live a withdrawn, comparatively settled existence with his wife for whom his love has turned to a sort of unemotional pity.

While his wife is away, Howard unintentionally starts a liaison with a pretty Austrian refugee, a liaison which soon becomes an overwhelming love and leads him into conflict with his deeply felt religious beliefs, his loyalty to his wife and his love for the girl. Although a Catholic, he eventually decides on the "unforgivable sin" of suicide as the only way out, hoping by his damnation to secure peace for those he loves. In a last-minute twist, his death is taken out of his hands, thereby raising one of the picture's most controversial points, and supplying an ending which to many may seem arbitrary or contrived.

The performances are all top-notch, with Howard and Miss Schell especially effective. Prominent in the supporting cast are Denholm Elliott in the somewhat ill-defined role of an incognito Government inspector, and Peter Finch as an understanding Catholic priest. Dalrymple produced and wrote the script from an adaptation by Lesly Storm. George More O'Ferrall directed.

Running time, 100 minutes. Adult audience classification. Release date, Nov. 18.

People

Sol Schwartz, president of RKO Theatres, is co-chairman of the motion picture division of the Commerce and Industry Committee of the Arthritis and Rheumatism telethon to be heard over the WABC-TV network on Dec. 11.

□

Oscar V. Sprague will become superintendent of the utilities division of Kodak Park Works in Rochester, N. Y., on Jan. 1. He has been assistant superintendent of the power division since 1945.

□

Arthur Abeles, Jr., managing director for Warner Brothers in the United Kingdom, is the father of a girl, **Amanda Sarah**, born last week to **Mrs. Abeles** in London.

□

George Ottine has been appointed manager of Transfilm's animation department here.

□

Jack Sanson, manager of the Stanley Warner Strand Theatre in Hartford, is a patient in the Manchester, Conn., Memorial Hospital.

□

Alex Harrison, 20th Century-Fox Western sales manager, will discuss motion picture problems in an address in the near future before the Young Men's Association of the Textile Apparel Industry here.

□

Juan Aviles, editor of United Artists' Spanish press books, was a prize winner in a literary contest co-sponsored by the Spanish-American Writers and Poets Circle and the Hispanic Institute of Columbia University.

Dandelake in Hollywood

HOLLYWOOD, Dec. 2.—C. A. Dandelake, newly-elected president of Theatre Owners of North and South Carolina, has arrived here for conferences with Hal R. Makelim.

SW Names Smakwitz N.J. Zone Head

The promotion of Charles A. Smakwitz, Albany zone manager for Stanley Warner, to the post of zone manager for SW's New Jersey theatres was announced here yesterday by Harry Kalmine, vice-president and general manager. Smakwitz succeeds Frank Damis, who recently resigned.

Starting as a page boy at the Broadway Strand here, Smakwitz became manager of the Ritz and Strand theatres in Albany, then holding various executive positions with Warner Theatres until his promotion to zone manager in 1947. He has been three times chief barker of Albany Variety Club.

Ohio Court

(*Continued from page* 1)

believe the effect of the decision will be the same as if the law had been so declared.

Attorney General William O'Neill is expected to rule soon on whether the censor board should suspend operations. RKO and Capitol had asked the court to vacate cuts ordered by the board. The majority decision was made on the basis of last January's U. S. Supreme Court decision that the criteria in the Ohio law were vague and general and, therefore, illegal.

Two dissenting votes were cast by Chief Justice Carl V. Weygandt and Justice William Hart.

R. M. Eyman, chief Ohio censor, said: "We will have to seek new legislation which will be constitutional and which will give us the right to make certain cuts and rejections." Eyman said three censors on the board would be transferred to another section of the Department of Education if censorship is abandoned. His opinion is that the present ruling just eliminates prior censorship. He added that the decision "didn't surprise me too much."

Memphis Bans UA Picture Because of Police Portrayal

MEMPHIS, Dec. 2.—The Memphis and Shelby County Board of Censors has banned United Artists' "Shield for Murder" because it "appears to be a burlesque on the city police department." The censors objected to the alleged portrayal of police in the picture as being "half dumbbells and half crooks."

The banned film will open tomorrow at the Sunset Drive-in in West Memphis, Ark.

Lausche Wants

(*Continued from page* 1)

validity of the present Ohio law and added: "It was gratifying to note that the constitutionality of the right of the Legislature, by a properly-drafted law, to regulate the public showing of films, has been declared valid by the Ohio Supreme Court decision."

Lausche continued: "The showing of films tending to debase morality and having a harmful influence in the performance of our ethical obligations cannot be left to the voluntary self-imposed restraints of the film industry.

"I believe the Legislature will recognize that fact and adopt an adequate censor law. The film industry for its own preservation ought to join in support of such a law. My office will do everything in its power to procure its passage."

Lausche solicited the aid of parent-teacher groups, churches and other agencies concerned with juvenile delinquency in passing the proposed law. The Legislature meets in January.

Du Mont—AB-PT

(*Continued from page* 1)

days of trading on the American Stock Exchange. Yesterday AB-PT also was up a half-point to a new 1954 high on a volume of more than 24,000 shares for the day.

Reports that a similar deal was under discussion were current at various times earlier but were never officially confirmed. One report recently was that Paramount Pictures, owner of a substantial block of Du Mont stock, was opposed to the deal.

M-G-M Sets Panel For 'Workshop' in Boston on Monday

A panel has been chosen to officiate at M-G-M's third "ticket-selling workshop," to be held in Boston on Monday, according to Mike Simons, M-G-M's director of customer relations. The chief panel member again will be Emery Austin, exploitation manager who will outline the company's 33 exhibitor aids available to all theatre men.

Perry Reavis, Jr.

Mrs. Alice N. Gorham, of United Detroit Theatres, has been enlisted as guest panelist for the subsequent-run theatre promotion. Mrs. Gorham will discus with practical demonstrations what is done by her department in Detroit.

Clumb for 'Big Cities'

To conduct the small-town promotion discussions, Perry Reavis, Jr., will come from Charlotte. Reavis is promotion chief for Stewart-Everett Theatres, a circuit comprising a number of small towns in the Carolinas.

The "big-city" representative at Boston again will be Ervin J. Clumb, manager of the Riverside Theatre, Milwaukee.

Norman Knight

Alice N. Gorham

Also indicative of the importance attached to the Boston meeting, both by M-G-M and by associated interests, will be the appearance on the program to represent radio and television promotion of motion pictures of Norman Knight, vice president of General Teleradio, Inc., executive vice-president and general manager of the Yankee Network, and general manager of Station WNAC-WNAC-TV, Boston. Knight will give New England showmen the benefit of his experience in selling motion picture attractions via the airwaves as well as ideas that have worked in merchandising other lines which might well be adapted for selling films.

'20,000 Leagues'

(*Continued from page* 1)

on '20,000 Leagues' simultaneously at the beginning with stereophonic." The telegram went on to state that even if it were possible, Disney did not believe it would be "good business," citing the argument to present the picture first in stereophonic sound.

V. C. Officers Set in Buffalo And Charlotte

Elections of officers in Variety Club tents in Charlotte and Buffalo have been announced.

In Charlotte, the tent has reelected unanimously all directors and officers for the coming year at its annual membership meeting. Reelected were John Vickers, chief barker; H. F. Kincey, first assistant chief barker; Frank Beddingfield, second assistant chief barker; Bob Simril, property master; J. Francis White, Jr., dough guy.

Board members named were Cy Dillon, J. E. Holston, Earl Mulwee, W. P. White, Bob Saunders and Jack Webb.

In Buffalo, Tent No. 7 elected as chief barker W. E. J. Martin, drama and motion picture editor of the Buffalo "Courier-Express." Marvin Jacobs was named first assistant chief barker, Marvin Atlas, second assistant, Myron Gross, treasurer and V. Spencer Balser, secretary. Installation will take place at a dinner-dance to be held Jan. 16 at the Buffalo Statler.

Directors Named

The Buffalo Variety Club Tent No. 7 has elected 11 directors to serve one-year terms. They are Marvin Atlas, Broadway Drive-In; Spencer Balser, Basil Circuit; Harold Bennett, National Screen Service; Robert Boasberg, attorney; David Cheskin, WGR; Myron Gross, Co-Operative Theatres; Marvin Jacobs, retired; Billy Keaton, WGR and former chief barker; Ben Kulick, Faysan Distributing Co., and Leon Serin, Center Theatre manager.

Jacobs was elected a delegate to the 1955 convention in Los Angeles next March.

TORONTO, Dec. 2. — At a banquet and dance held in the Prince George Hotel here, Harry S. Mandell, secretary-treasurer of Twentieth Century Theatres, was installed as chief barker of Variety Club of Toronto, Mandell succeeds William A. Summerville, who conducted the installation ceremonies.

Other officers inducted were: David Griesdorf, general manager of Odeon Theatres, Ltd., as first assistant; C. J. Appel, executive director of the Canadian Motion Picture Distributors Association, as second assistant; Dan Krendel, Famous Players executive, as dough guy, and Paul Johnston, manager of Eaton's Auditorium, as property master.

OMAHA, Dec. 2.—J. Robert Hoff, sales manager of the Ballantyne Co., was reelected chief barker of Omaha Variety Club, Tent 16, at the annual meeting held in the Blackstone Hotel here. Max Rosenblatt, manager of the RKO Radio film exchange, was reelected first assistant chief barker.

Don Hammond was named second assistant chief barker, Walter Creal property master and Henry McGrath dough guy. Glenn K. Slipper continues as international canvasman.

DAYTON, O., Dec. 2. — Thomas Ryan, exhibitor, has been elected chief barker of the Dayton Variety Club, Tent 18, succeeding Robert Gump. Harry Good was named first assistant and Walter Beachler, second assistant chief barkers, Paul Swinger is dough guy and John Collins, property master. Canvasmen, in addition to the officers, are William Clegg, Fred Krimm, Roy Wells, Arthur Denlinger and Abe Rosenthal.

Army Bases

(*Continued from page* 1)

showings of first-run films on the military bases have seriously affected business at the private theatres. The Defense Department has agreed to review the situation to see what adjustments can be made to help out the industry without damaging service morale.

The present policy of showing new films on service posts 21 days before exhibition in private first-run houses was set up in 1940-41. Attempts were made to change the situation in the late 1940's, but then dropped. A new attempt was started early this year, sparked largely by complaints from Texas exhibitors, where the military competition has been particularly keen.

Swan said that under the industry plan, the "21-day-before rule" would continue to apply to the service theatres in isolated areas, where no private theatres are nearby. However, in areas where the distributors and exhibitors feel they are being hurt by competition from nearby military theatres, the service theatres would get first-run films only 14 days after they have been shown in private first-run houses. This would be the situation for domestic theatres only; all overseas military theatres would continue to get pictures 21 days in advance.

The defense official pointed out that one advantage which the services might get from the industry plan would be a greater number of first-run prints when the film is finally made available for military exhibition. Under the present "21-day-before rule," only 75 prints are available, he said, whereas some 350 prints might be available under the "14-day-after" situation. Many military theatres would, therefore, actually get to see the films under the new set-up earlier than under the present plan, he indicated.

Expects Solution

"Both the Department and the industry have shown a realization that there are two sides to this story," Swan said, "and I am confident something will be worked out that is satisfactory all around."

'Show' Debut Tickets Go on Sale Sunday

Tickets for the world premiere of Irving Berlin's "There's No Business Like Show Business," set for the Roxy Theatre here on Dec. 16 for the benefit of the Actors Fund of America, will go on sale Sunday both at the theatre and at the offices of the leading ticket agencies.

The Actors Fund has launched a comprehensive promotional campaign heralding the world premiere of the CinemaScope feature. Plans have been formulated in association with 20th Century-Fox and the Episcopal, Catholic, Jewish and Negro actors guilds.

THE CLASSIC STORY OF THE WEST

...of all the legends of
the frontier there is
none greater than
the story of
that day – when
Destry carried a gun!

Universal-International presents

"DESTRY"

PRINT BY *Technicolor*

starring

AUDIE MURPHY • MARI BLANCHARD • LYLE BETTGER • LORI NELSON
THOMAS MITCHELL with EDGAR BUCHANAN • WALLACE FORD • MARY WICKES

Directed by GEORGE MARSHALL · Screenplay by EDMUND H. NORTH and D. D. BEAUCHAMP · Produced by STANLEY RUBIN
Suggested by MAX BRAND'S novel, "DESTRY RIDES AGAIN"

Universal International

"...Pictures with that Universal appeal"

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 107 NEW YORK, U.S.A., MONDAY, DECEMBER 6, 1954 TEN CENTS

EDITORIAL

One Showman's View of Toll TV

By Sherwin Kane

WHEN the late Charles Skouras, as astute an exhibitor as one could find in the business, was asked at a luncheon with New York financial and trade press writers last September what he thought of subscription television, he replied:

"I don't think anything of it. It hasn't shown a thing we need to be afraid of."

There were those present that day who wondered if Skouras was serious. They had expected he would view the development with the utmost apprehension and speak of its probable effect on the vast National Theatres operations with gravity.

•

There was an opportunity later to question Skouras on his reasons for appraising subscription television so lightly.

First, Skouras said he was confident that the American public eventually would turn, after a novelty period, from subscription TV, regardless of the quality of the average offering, just as it is doing from free TV. It would not long be content to see first run films, even good ones, on a small home screen for a price. Special events would command the big audiences. Such offerings, he felt, would be about as frequent as closed channel theatre TV events are now.

•

In between such special events, subscription TV would be unable to offer even the best motion pictures in a manner which would be acceptable for long to the great majority who are rapidly becoming accustomed to the better film presentation methods of the day, he believed.

And even if they did not de-

(*Continued on page 2*)

Virginia Exhibitors

See Gov't Intervention Necessary but 'Harmful'

RICHMOND, Va., Dec. 5.—Although members of the Virginia Motion Picture Theatres Association expressed concern over the possibility of government intervention in the industry, as proposed by Allied States Association, some of them said they believed such a move may be necessary even though harmful.

This sentiment was expressed following four sectional meetings of the organization in Norfolk, Wytheville, Natural Bridge and here. It was pointed out that Virginia theatre closings have been increasing lately, with many more due to close, unless there is a drastic change in film terms for small situations, the exhibitors said.

The sessions were led by Leonard Gordon, president, and Carlton Duffus, executive secretary, who brought the members up to date on activities of Theatre Owners of America and its recent convention and of the Council of Motion Picture Organizations.

The TOA production finance plan was assured definite support and the COMPO audience poll project was said to have been warmly received.

With O. Censorship Relaxed, Exhibitors Warned on Policies

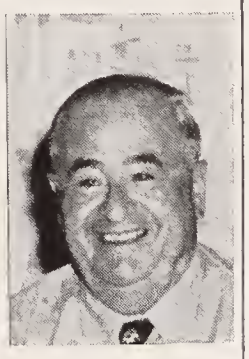
COLUMBUS, O., Dec. 5.—Ohio exhibitors need not display the state censor's seal on the screen and distributors can discontinue paying censor fees, according to Robert Wile, Independent Theatre Owners of Ohio secretary, in a special bulletin to ITO of Ohio members.

"You are perfectly safe from any criticism as long as you play pictures which have the production code seal," Wile said. He warned that "quickie"

(*Continued on page 6*)

Four RKO Meets for 2 Forthcoming Films

Plans for the over-all merchandising and selling campaign for two RKO Radio features will be completed at four regional meetings of the company beginning Thursday in Los Angeles. The pictures are "Underwater!" and "The Americano."



J. R. Grainger

The three-day Los Angeles meeting, with J. H. MacIntrye, Western division sales manager, presiding, will be followed by conclaves to be

(*Continued on page 6*)

Deny Schine Access To Government Data

BUFFALO, Dec. 5. — Federal Judge John Knight has denied a request by the Schine Chain Theatres, Inc., to obtain information in possession of the government regarding the pending civil and criminal contempt of court charges against the theater circuit.

In an opinion handed down here,

(*Continued on page 6*)

Administration to Keep Special Taxes

From THE DAILY Bureau

WASHINGTON, Dec. 5.—The administration made it clear over the weekend that it has no intention of giving up any special tax sources at the present time to cities and counties.

Under-Secretary of the Treasury Marion B. Folsom told a Washington meeting of mayors from all over the United States that the Treasury believes that an over-all reduction in the Federal tax load is a more effective way of helping local governments meet their financial problems than "a reallocation of tax sources among the government."

The Federal admission tax was long cited by state and local governments as the type of tax that the U. S. should

(*Continued on page 6*)

Hoover on National Tour of V.C. Tents

George Hoover, international chief barker, has embarked on an extensive six-month tour which will take him to Variety Club tents in all parts of the country. His itinerary, which started in Atlanta, will include visits to Minneapolis, Philadelphia, Houston and Baltimore within the next month.

Hoover expects to visit each tent within the United States, and has tentatively scheduled trips to Canada, Mexico and Europe.

Upswing Seen

S-W Net Profit For Full Year Is $1,770,100

First Quarter Doubled Pre-Divorcement Figure

A net profit of $1,770,100 for Stanley Warner Corp. for the fiscal year ended Aug. 28 was reported at the weekend by Si H. Fabian, S-W president, in a report to stockholders.

Si H. Fabian

It was Stanley Warner's first full year of operation since divorcement and in the words of Fabian "(It) was a year of marked progress." The downward trend in operating profits of theatres acquired by Stanley Warner, which had continued for more than

(*Continued on page 7*)

Export Unit by WB, Paid for Austria

From THE DAILY Bureau

WASHINGTON, Dec. 5.—A new film export association to ship pictures to Austria has filed with the Federal Trade Commission under the Export Trade Act.

The act, better known as the Webb-Pomerene Act, exempts from U. S. anti-trust laws any association working entirely in the export field. The

(*Continued on page 6*)

Johnston Returning From Orient Thurs.

WASHINGTON, Dec. 5.—Motion Picture Association president Eric A. Johnston is due to return to United States from his current Far Eastern trip late this week, MPAA officials said.

Johnston, who is now in Tokyo, was originally scheduled to return today. He has been delayed, however, and now it will be at least Thursday before he comes back, according to MPAA.

Personal Mention

MARK STEVENS will return to Hollywood today from New York.

•

MRS. PAUL CARTER, nee ADELINE STRUZZEIRO, former secretary at Independent Exhibitors of New England, Boston, is the mother of a son born last week.

•

ROBERT CLARK, a member of the board of Associated British Picture Corp., arrived here from London yesterday via B.O.A.C. Monarch.

•

FLORENCE FRIEDMAN, NBC-TV secretary of "American Inventory," will be married Dec. 23 to EUGENE DAYNES.

•

EDWARD LACHMAN, president of Lorraine Carbons, will leave here today for Memphis.

•

GEORGE NICHOLS, M-G-M studio publicist, is in New York from the Coast.

•

VIRGINIA CALLAHAN, M-G-M booker in Buffalo, is in New York from there.

•

GARY COOPER arrived in New York yesterday from Hollywood.

RCA Pays Extra 35-cent Dividend

An extra dividend of 35 cents per share and a quarterly dividend of 25 cents per share on the common stock of Radio Corp. of America were declared by the board of directors. Both dividends are payable Jan. 24, to holders of record on Dec. 17.

Future quarterly dividends declared by the RCA board will be payable in April, July, October and January.

The board also declared a dividend of 87½ cents per share on RCA first preferred stock for the period of Jan. 1, 1955, to March 31, payable April 1, to holders of record on March 14.

Common stock dividends declared by RCA for 1954 totaled $18,898,000. In addition, RCA paid $3,153,000 in dividends on its outstanding preferred stock.

Eighteen Screenings For Paramount Meet

HOLLYWOOD, Dec. 5.—Eighteen pictures, seven in finally completed form and eleven in various stages of production, will be screened for delegates to Paramount's first international promotional meeting which starts at the studio tomorrow. Early footage from Cecil B. DeMille's "The Ten Commandments" sequences shot in Egypt will be among the scenes chosen from the product line-up that the studio regards as the greatest the company ever had, in terms of market merchandisability and public impact.

Monday's session will be addressed by Y. Frank Freeman, who will extend a welcome to the visitors, and by Don Hartman, summarizing product.

'U' Opens Studio Sales Meet Today

HOLLYWOOD, Dec. 5.—Universal Pictures home office and sales executives arrived here over the weekend for their week-long sales conference which gets underway at the Universal - International studios here tomorrow with Charles J. Feldman, vice-president and general sales manager, presiding.

Charles Feldman

The sales conference which will be followed next week by a series of seven regional sales meetings conducted by the company's three division managers, is expected to have the impact of a large sales convention.

The conference is scheduled to hear U-I's top executives from New York and California including Milton R. Rackmil, president; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production, and vice-president David Lipton.

Foreign Officials to Attend

Also at the studio for the meetings are Maurice A. Bergman, Eastern studio representative; Americo Aboaf, foreign general manager, and Ben Cohn, assistant foreign general manager.

Salute to ASCAP on NBC Network Today

A salute to the American Society of Composers, Authors and Publishers on the 40th anniversary of its founding will be broadcast today on the NBC radio network as a feature of the "Best of All" program which is heard from 8 to 9 P.M. The program will star Skitch Henderson, with Eddie Fisher as master of ceremonies. An NBC orchestra will supply the music.

Among ASCAP members who will appear on the show are Stanley Adams, president; and song writers Irving Berlin, Richard Rodgers, John Golden and Otto A. Harbach.

'Triumph' Seeks 'Oscar'

George J. Schaefer, distributor, will enter "Day of Triumph," new James K. Friedrich-Century Films' Biblical drama, in the motion picture Academy sweepstakes. The picture will open at Fox West Coast Bruin Theatre, Westwood, Calif., on Dec. 24, for an engagement limited to one week, to qualify it for Academy consideration.

Flinn in Twin Cities

HOLLYWOOD, Dec. 5.—John C. Flinn, Allied Artists publicity-advertising director, left here by plane for Minneapolis to prepare for the Twin-City openings of "Tonight's the Night" Thursday at the Radio City Theatre, Minneapolis, and the Paramount Theatre, St. Paul.

Saranac Lake Wins 'Chalice' Premiere

Saranac Lake, N. Y., has won the world premiere of Warner Brothers' "The Silver Chalice," for its Adirondack Mountain community by leading the nation in the first three days of the Christmas Seal sale. The premiere will be held on Dec. 17.

Art Linkletter will lead a parade of screen stars to Saranac Lake for a full-scale Hollywood premiere of the CinemaScope and WarnerColor picture.

The Saranac Lake Society for the Control of Tuberculosis will play host.

Geo. Mitchell Heads S.F. Variety Tent

SAN FRANCISCO, Dec. 5. — George Mitchell has been elected chief barker of Tent No. 32 of Variety Clubs International here. Other members of the crew are Marshall Maify, first assistant chief; Henry Masser, second assistant chief; Stanley Lefcourt, property master, and Leslie Jacobs, dough guy. The canvasmen are Monroe Belling, Nate Blumenfeld, Frank Harris, Chas. Maestri, Jack Marpole and Ed Sonney.

Ezra Stern Chief Barker Of L. A. Variety Club

LOS ANGELES, Dec. 5.—The Variety Club tent here has elected Ezra Stern, chief barker and O. N. Srere, first assistant chief. Other officers are L. C. Ownby, second assistant chief; M. J. E. McCarthey, property master; and Al Hanson, dough guy. Ed Zabel, Fred Stein, Dick Dickson, Steve Broidy, D. L. Johnson and Morton W. Scott were elected canvasmen of the tent.

'Birth' Will Denounce Totalitarians: Ryan

HOLLYWOOD, Dec. 5.—Phil R. Ryan, speaking for the group preparing to produce "The Birth of a Nation," said the protest voiced by the National Association for Advancement of the Colored People is premature. Ryan said in part:

"Our production will be the greatest denunciation of totalitarianism ever to appear on the screen. We do not believe a majority of persons within the Negro race will agree with the premature stand taken by the members of the NAACP."

'Scope Shorts from Astra

Two color shorts in CinemaScope with stereophonic sound, the first to be made in Italy, have been produced by Astra Cinematografica. They are the first in a series of 14 CinemaScope shorts being filmed by Astra.

Truman Ferguson, 69

HARTFORD, Dec. 5.—Truman W. Ferguson, 69, manager of the Whitney Theatre, Hamden, Conn., is dead. He was in the automobile business for more than 20 years before

View of Toll TV

(*Continued from page* 1)

mand the best in presentation, he remarked, there still would be the important factor of human gregariousness to take into account.

He also believed the economics of subscription TV, entirely apart from its technical problems, have been wildly distorted; that it will not only have to compete with free TV and all other entertainment but also, in all probability, with several varieties of its own kind.

Finally, Skouras proclaimed himself to be singularly unimpressed, to understate his view, with experiments heretofore made with subscription TV.

•

We leave these thoughts with that vast body of exhibitors who confidently believe they can read their doom in every new mention of subscription television as likelihood of action by the Federal Communications Commission increases.

Testimonial Banquet For I. J. Schmertz

CLEVELAND, Dec. 5. — I. J. Schmertz will be honored with a testimonial banquet to be held here on Jan. 17 in the Hollenden Hotel to commemorate the double celebration of his 50th anniversary with the 20th-Fox organization and his 28th year as manager of the local branch. Both of these events are said to have established a record in the industry.

The Cleveland exhibitors are sponsoring the affair, with M. B. Horwitz of the Washington circuit and Nate Schultz of Allied Artists and Selected Pictures as co-chairmen.

Pitt. Variety Tent Raises $400,000

At the annual banquet of the Pittsburgh Variety tent, chief barker Norman Mervis announced that the tent had raised over $400,000 to be used toward the building of a new wing at the organization's Rosalia Foundling Home.

In accordance with its usual custom, this tent announced the adoption of another baby. This year, the foundling is a young colored girl.

Republic Dividend

A dividend of 25 cents per share on preferred stock, payable Jan. 3, to stockholders of record at the close of business on Dec. 13, has been declared by the board of directors of Republic Pictures.

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Screen Play by PHOEBE and HENRY EPHRON
From a Story by LAMAR TROTTI
Lyrics and Music by Irving Berlin
Dances and Musical Numbers Staged by Robert Alton

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ing story...light up your screen!

For Producers

NARTB Unit Seeking Code For TV Films

WASHINGTON, Dec. 5.—A system which would bring producers of films for television under the standards of the Television Code has been developed by the television code review board of the National Association of Radio and Television Broadcasters.

This was indicated in a statement sent by the NARTB to the Senate subcommittee on juvenile delinquency. The statement said that the code review board proposal must be acted on by the television board of the NARTB when it meets in January.

Wording Not Specific

The statement did not specify exactly who would be asked to affiliate with the television code. It merely said that the proposed system would extend code affiliations "to others allied with the television industry whose product comprises now a large share of the programming viewed in the American homes."

NARTB spokesman said, however, that they felt the code review board expected to ask affiliation only from those who produced films specifically for television and not from the major film producers.

Until now the code has applied only to television stations and networks.

The prime purpose of the statement to the subcommittee was to give the code review board's opinion of excerpts from five motion pictures shown on television and cited by the subcommittee in its October hearing. The code review board found that the picture was not always "wholly within the spirit of the code," and also that "excessive violence" was noted in some scenes. The statement pointed out, however, that all the films shown were produced originally for theatre exhibition and that four of the five films had the motion picture industry code seal.

For 'Theatre' Atmosphere

The statement pointed out that "previous clearance by such theatre review board, did not take into consideration the intimate viewing by family groups as provided by television."

The statement went on to say that the television code review board therefore has notified all code subscribers that special attention should be given to clearance before acceptance of all film productions made before the first television station went on the air.

TV Set Production Hit Record in Oct.

WASHINGTON, Dec. 5.—Average weekly production of television receivers set a record high in October, the Radio-Electronics-Television Manufacturers Association said over the weekend.

The number of receivers produced in October, a four-week reporting month, totalled 921,476 receivers, compared with 680,433 produced in October, 1953. In September of this year, a five-week month, the total number of receivers produced was 947,796.

Review

"Destry"

(Universal)

AN action Western drama, in the main along formula lines, is offered in this Universal presentation, formulated as a sequel to the old "Destry Rides Again."

Starring Audie Murphy as the son of the famed gun-totin' sheriff Destry, there are plenty of hi-jinks, songs, fisticuffs and old-fashioned shootin' to keep most of the action fans happy. Adding spice to the skullduggery in the frontier town of "Restful" is Mari Blanchard, the curvacious hard-bitten, inwardly soft, entertainer in the frontier saloon.

The villian of the piece is Lyle Bettger, saloon keeper and keeper of the town, the mayor and everything else he can lay his hands on. His undoing, naturally, is Audie Murphy, first playing it soft and cagey, almost a sheriff Milquetoast character, and then going into his act as the son of the famed Destry, picking off the badmen, virtually single-handed, one by one.

Comic relief in this color by Technicolor production is offered by Thomas Mitchell, the town drunk who, as a grim joke, is made sheriff. Little does villain Bettger realize that the responsibility is going to reform him, that he was formerly associated with the old Destry. Mitchell, like everyone else in this film, plays his role to the hilt with a noisy, unimaginative effect.

Others in the cast include Lori Nelson, Edgar Buchanan, Wallace Ford, Mary Wickes and Alan Hale, Jr.

Stanley Rubin produced, while George Marshall directed from a screenplay by Edmund H. North and D. D. Beauchamp from a story by Felix Jackson and suggested by Max Brand's novel, "Destry Rides Again."

Running time, 95 minutes. General classification. For release in January.

Deny Schine

(Continued from page 1)

Judge Knight granted a government request to quash a subpoena ordering the government to produce various documents and reports.

Specifically, the Schine chain sought to obtain correspondence between it and the government from 1942 to 1954, reports of investigations conducted by the government, memoranda concerning meetings held between government representatives and Schine officials and court records and court decisions involving anti-trust cases against other circuits.

Trial of the Schine chain and other defendents on contempt charges for alleged failure to comply with a 1949 anti-trust decree is scheduled later this month.

RKO Meetings

(Continued from page 1)

held simultaneously in New York and Chicago Dec. 13, 14 and 15. Walter Branson, worldwide sales manager, will preside in New York, while the Chicago meeting will be under the direction of Sam Gorelick, Midwest district manager. J. R. Grainger, president of RKO, will be present for a portion of the time at each of these meetings, and also will attend the Los Angeles and New Orleans sessions.

The fourth meeting, to be held in New Orleans Dec. 16, 17 and 18, will have Branson as presiding officer.

The world premiere of "Underwater!" will be held at Silver Springs, Fla., late in January. The premiere of "The Americano," which was photographed principally in Brazil, has not yet been set.

Smith to RCA Board

Election of General Walter Bedell Smith as a member of the board of directors of the Radio Corp. of America was announced by David Sarnoff, chairman of the board.

'Love' to Palace

Allan Dowling's "This Is My Love" will open at the Palace Theatre here on Dec. 10.

Export Unit

(Continued from page 1)

trade commission announced late Friday that American Film Export Association, Inc., had filed papers covering film activities for the Austrian market.

Officers are: Wolfe Cohen, president and director; George Weltner, director; J. William Piper, vice-president and director; J. J. Glynn, director; H. S. Bareford, secretary; Max Greenberg, assistant secretary; Milton Kirshenberg, treasurer, and Ralph Pepper, assistant treasurer.

Stockholders and members are Paramount International Films, Inc., and Warner Brothers Pictures International Corp.

Special Taxes

(Continued from page 1)

surrender for exclusive use by local taxing bodies. This pressure has diminished somewhat since the reduction in the Federal admission tax early this year, but still exists in some degree to get the federal government to give up that part of the admission tax which it still levies.

Folsom pointed out that the administration cut taxes to the tune of $7.4 billion this year, the largest tax cut in any year, and declared that these tax cuts would increase the capacity of the states and cities to collect revenue. He made it clear that the administration planned to help the states and cities only by a general reduction in taxes and attempts to create general national prosperity, and not by handing over to them any specific tax source.

Set 'Bad Men'

HOLLYWOOD, Dec. 5.—A 100-theatre area premiere in southern Indiana, which will include the cities of Indianapolis, Louisville and New Albany, is being set up by producer Nat Holt and RKO president J. R. Grainger for the Nat Holt Productions' "Seven Bad Men," starring Randolph Scott and co-starring Forrest Tucker, Mala Powers and J. Carrol Naish.

Ohio Censors

(Continued from page 1)

producers "trying to make a fast buck" will attempt to flood the state with burlesque pictures, peep shows, sex films. "Screen every picture of this type before you buy it," warned Wile. He said exhibitors may be subject to arrest, fine and imprisonment under state penal code if such films are shown.

Wile said these penalties have never been enforced during state censorship but will be now. He said if the competition tries to show such films, exhibitors should report it to the police and prosecuting attorney.

'Police Ourselves'

"This is to protect you and the vast majority of exhibitors all over the state," he said. If we police ourselves, as exhibitors in the 42 other censor-free states do, there will be no outcry against our industry. If we can point to a clean record between now and the time the proposed new censor law has its hearings, our chance of escaping greater restriction will be better."

Wile said exhibitors who show "The French Line" may "bring the wrath of Catholic Church membership down on you." He added that whether anything is to be gained by showing "Mom and Dad" is questionable. He advised watching trade paper reviews of "Son of Sinbad" before booking it. Wile said the effect of the Ohio Supreme Court 5-2 decision is the same as if the censor law had been declared unconstitutional.

The Columbus "Dispatch" came out editorially for a "continuation of the present mild censor law" to protect patrons from objectionable output of "fringe" studios "frankly out to exploit sex, sensation or vulgarity."

No Appeal to Washington

Attorney General William O'Neill said his office will not appeal the Ohio Supreme Court Decision to the U.S. Supreme Court because it "would in all probability be unsuccessful." He said the Ohio court decision "indicated that a valid statute could be enacted" by the Ohio legislature. He stated that in view of the adverse decisions rendered previously by the U.S. Supreme Court an appeal would be of no avail.

R. H. Eyman, chief Ohio censor, said that writing an airtight censor law is not easy. He added: "The question is what type of legislation can we propose that will pass a legislature that is strongly anti-censorship, that the Supreme Court will uphold and that will still have teeth in it. We are not interested in continuing censorship just for censorship sake."

Points to Last Session

Eyman pointed out that the last legislature, with much the same membership as the incoming legislature, considered a bill to abolish all censorship and passed a modified law exempting newsreels from censorship.

Firestone Gets Award

The second annual Lee De Forest Award for outstanding cultural development of radio and television during the past year was presented to Harvey S. Firestone, Jr., chairman of the board for the Firestone Tire & Rubber Co., sponsors of the "Voice of Firestone"' which is presented weekly over the facilities of the American Broadcasting Co.

TV and Radio in HOLLYWOOD

By SAMUEL D. BERNS

THE filmed portions of Bob Hope's NBC-TV'er, with Maurice Chevalier, Bea Lillie, Moria Lister, ballerina Liane Dayde and French singer Line Renaud, et al, could set the pattern for more foreign filmed segments on the topliners.... Thomas Mitchell's p.a.'s for "Mayor of the Town" series, which ends in a White House meeting with the President and 200 mayors, is a natural hypo for sales appeal. . . . Jerry Courneya, owner of the talking Chimpanzee series, and Edwin Gillette are ready with Syncro-Vox, a labor-saving device enabling a photograph to talk with realistic, accurate and completely synchronized lip-movements, accompanied by natural voice. Trademark faces can now come to life for spots and station breaks. . . . Joseph Kaufman now has 12 of the first 26 half-hour "Long John Silver" color films in the can. The series is being shot in Australia. . . . Ed Murrow's Person-to-Person is a plum program for movies and picture personalities. . . .

■

Bob French of the Noble agency supplies the major prizes for the MARCO game that now has over a million Saturday night viewers in the L.A. area playing the game, sponsored by the Thoro-Fed dog and cat food packers. . . . KTLA's Tee Vee Auctions reaches into neighborhood stores tie-ins to distribute the coupon money that entitles studio and home viewers to bid on appliances. . . . Ralph Edwards adds another package to his banner with the Saturday morning "Funny Boners."

■

Bing Crosby's Minute Maid (frozen orange juice) gives us the traditional "Tournament of Roses Parade" via NBC-TV Jan. 1. This one should be sensational color viewing. . . . UPT's "Smash" plan got a test run at San Francisco" KRON. "Where Were You." "Waterfront," and "Lone Wolf" got an across the board nightly play-off starting at 11 p.m. The loyal insomniacs caught a complete 39 half-hour series in a period of eight weeks. Viewers were seeing Ford, Anahist, American Tobacco and Southern Pacific Railroad spots before their eyes.

■

Al Jarvis is a shining example of Disc Jockey importance to civic welfare. Junior and high school newspaper editors and reporters gathered at the ABC-TV studios while Al conducted a forum on juvenile problems. . . . . Judy Garland is ripe for a TV show. . . . Anton Reming, TV and Radio columnist, left the Chicago Trib to publicize for Hollywood's Foladare, Greer and Bock. . . . Color film pays off for Jack Webb's "Dragnet" story of the statue of the child Jesus that was stolen from the old Mission Church in L.A. on Christmas Eve. Dec. 23 may set this one up as a yearly regular with NBC-TV's re-telecast in black and white plus the added "color version."

S-W Profit

(Continued from page 1)

five years, was reversed," he continued.

In commenting upon the first quarter of the current fiscal year which ended Nov. 27, Fabian said "it appears that the earnings for the quarter were more than twice the consolidated earnings for the corresponding quarter which ended Nov. 28, 1953, when our profits amounted to $523,000 after all charges, including federal income taxes."

Started March 1, 1953

The company commenced operations on March 1, 1953, the statement continued, and, therefore, the first accounting period covered the 26-week period ended Aug. 29, 1953. During such period, it was recalled, operations showed a consolidated loss of $970,700 of which $649,800 arose from the sale of theatres and other properties.

The net profit for the current fiscal year, Fabian added, is equivalent to 80 cents per share on the 2,218,529 shares of common stock outstanding after deducting the stock held in the treasury. Included in such profit is a net of $74,000 arising from sales of fixed assets, Fabian stated.

Before deducting provisions for Federal income taxes and contingencies, but after deducting depreciation and amortization of $3,476,400, the consolidated fiscal year profit amounted to $3,595,100, the statement disclosed.

Assets Double Liabilities

"Our sound financial position," Fabian declared, "is shown (by the) balance sheet. On Aug. 28, 1954, current assets totaled $25,835,300 and current liabilities $11,846,400. Cash amounted to $12,206,100 which in itself was in excess of all current liabilities. Long term debt due after one year was $19,484,000. All properties were free of mortgage indebtedness except for one theatre and building on which there was a long term mortgage of $1,334,000."

The annual meeting of the company will be held in Wilmington, Del., on Jan. 13, 1955, it was stated.

The multiplicity of Stanley Warner's subsidiary operations, ranging from TV station ownership to its acquisition of International Latex Corporation, was reflected in the 19-page stockholders report covering the fiscal year ended Aug. 28.

S-W president Fabian reported that the company's 50 per cent owned UHF television station in the Schenectady, Troy and Albany area, suffered operating losses during its developmental stage. International Playtex, the company acquired by S-W in April for $14,930,000, is expanding and profitable, Fabian added.

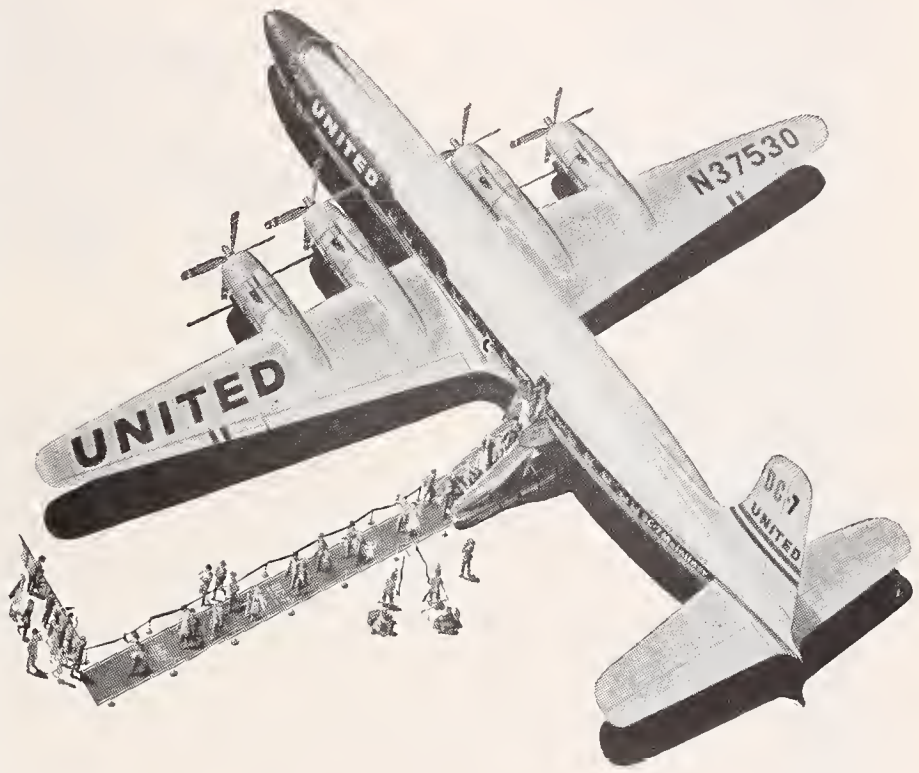
Says Cinerama Is Advancing

Regarding Cinerama, another S-W operation, Fabian told of its expansion in both exhibition and production, listing new Cinerama theatres both here and abroad, as previously announced.

Dealing with circuit matters, Fabian reported that 19 of the theatres disposed of during the year were required to be divested under the terms of the consent decree and subsequent court order, leaving only six additional theatres to be divested. During the fiscal year, Fabian continued, "we reduced our outstanding stock by more than 10 per cent at an average cost of $14.43 per share."

New High in Speed and Luxury fly United DC-7s

The Continentals



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Joint Conclave

Make 'Great' Progress on Arbitration

Conciliation Plan Also to Be Readied for Jan. Meet

By MURRAY HOROWITZ

"Great progress" on setting up an arbitration system was reported here yesterday following a four-and-a-half hour meeting of the exhibitor-distributor subcommittee on arbitration.

In addition to the progress report, it was disclosed in a statement by the Motion Picture Association of America that a conciliation plan is envisioned by the arbitration subcommittee.

Regarding arbitration, Herman M. Levy, Theatre Owners of America general counsel, and Adolph Schimel, counsel for the distributors arbitration committee, "were instructed to reduce to final writing the wide areas of agreement," according to the MPAA statement. Levy and Schimel

(*Continued on page 7*)

Pickman Stresses One-World Aspect

HOLLYWOOD, Dec. 6.—The "one world" aspect of the motion picture business was pointed up today by Jerome Pickman, Paramount advertising-publicity vice-president, in an address before company publicity and sales representatives assembled for the initial meeting in a scheduled full week of individual promotion and sales conclaves.

"In the international flavor represented here by other segments of the far-flung Paramount world organization we find the symbol of the interdependence which makes it so necessary for all of us to be aware of the

(*Continued on page 6*)

MGM Workshop in Boston Draws 350

BOSTON, Dec. 6.—More than 350 managers and exhibitors attended the M-G-M ticket selling workshop today at the Hotel Bradford, with Mike Simons in charge. Representatives from nearly every circuit in New England were present, with some circuits sending all their managers to hear the proceedings.

Besides Norman Knight of the Yankee net, Mrs. Alice Gorham of United

(*Continued on page 7*)

'U' Increases '55 Schedule

HOLLYWOOD, Dec. 6. — Universal-International will release a greater number of pictures next year than it did during 1954, it was announced today by Charles J. Feldman, vice-president and general sales manager, at the opening session of the company's week-long sales conference which is being attended by production, distribution and advertising-publicity heads of the company.

During this past year, during which U-I grosses are reported to have soared to an all-time record, the company put 28 features into release, Feldman pointed out. During 1955, a total

(*Continued on page 7*)

Fellman Promoted At Stanley Warner

Harry M. Kalmine, vice-president and general manager of Stanley Warner Corp., yesterday announced the promotion of Nat D. Fellman as his executive assistant in addition to his duties as film buyer for the theatre circuit.

Fellman began his motion picture career in 1928 as an office boy for Warner Brothers Pictures and was later transferred to the booking and buying departments. A short time later, when the Warner Theatre Circuit expanded, he was advanced to assistant to Kalmine, then the circuit's film buyer.

Likely Next Year

MAY EXTEND WAGE LAW TO THEATRES

Minimum Compensation Might Be 90 Cents Per Hour, Unless Compromise Is Reached

By J. A. OTTEN

WASHINGTON, Dec. 6.—The Administration is reported to be considering asking Congress next year to extend the Federal minimum wage law to theatres. At present, theatres, along with other retail and service establishments, are exempt from the law, which requires a minimum wage of 75 cents an hour and time and a half for overtime. Central offices or film exchanges are covered at present in most cases.

Labor Secretary Mitchell is now reported to be ready to ask Congress to boost the minimum wage to 90 cents an hour, and also to extend coverage to retail and service establishments, including theatres. He is considering some compromise recommendation which would bring the newly covered establishments under the law at a lower minimum wage possibly around 60 cents an hour. Coverage would include all employes — ushers, cleaning personnel and others.

Will Face Opposition

Any such Administration recommendation to extend coverage is certain to touch off a bitter fight in Congress, it is said. Many retail groups are already mobilizing to fight the proposal, and many Southern Democrats and Republicans on Capitol Hill are certain to oppose it. The present outlook is no better than 50-50 in favor of the plan's adoption.

20th Issues Stereo Campaign Manual

A special exhibitor campaign book on stereophonic sound devised for promotional use by theatres having stereophonic sound installations has been prepared by 20th Century-Fox, it was announced yesterday.

The latest sales aid issued by the company as part of its program of servicing exhibitors with technical and promotional material on recommended procedures for CinemaScope exhibition, the book contains advertising, publicity and exploitation campaigns for the merchandising of stereophonic sound to the public.

Acknowledgement is made by 20th Century-Fox in the manual to Sidney L. Bernstein, of Granada Theatres,

(*Continued on page 7*)

Pat McGee Proposes

Co-Op Booking and Buying Offices for Small Theatres

OKLAHOMA CITY, Dec. 6.—The establishment in each distribution center of a cooperative buying and booking office, which would have as its accounts only those small situations which are too costly to sell and which need low flat rentals was proposed here yesterday by Pat McGee, general manager of Cooper Foundation Theatres and a vice-president of the Theatre Owners of America.

Pat McGee

Speaking at the convention luncheon of the Theatre Owners of Oklahoma, McGee said that these flat rentals could be justified because of the saving in selling. He asserted that the co-op should be headed by a "man of integrity who would not willingly represent an exhibitor who was out to chisel." McGee said that the man should be acceptable to distribution and be paid a salary commensurate with his duties, but with no participation in proceeds of either the theatres for which he buys nor in the savings on film rentals.

McGee told the convention that small exhibitors with whom he had discussed the idea "welcome the thought with open arms," adding that "if set up on a national basis, it could certainly save a lot of costs in sell-

(*Continued on page 7*)

Theatres Cautioned To Show Tax Signs

Pending the determination of the appeal currently in the Appellate Division, New York City exhibitors were cautioned yesterday by Loew's Theatres attorney Thomas Bress to post prominent signs informing patrons of a possible tax refund.

"A number of houses have already misplaced or moved the signs," Bress said. The signs inform the public to

(*Continued on page 6*)

Southern Exhibitors Will Elect Flexer

MEMPHIS, Dec. 6. — Nathan Flexer, owner of the Mi-De-Ga Theatre, Waverly, Tenn., is scheduled to be elected president of Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi at the group's 45th annual convention at Hotel Gayoso

(*Continued on page 6*)

Personal Mention

MITCHELL WOLFSON, co-owner of Wometco Theatres, Miami, returned there from New York yesterday.

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RENE SILVERN, secretary to WOLFE COHEN, president of Warner International, will leave the company on Friday to be married to ABE SCHOENFELD, of Long Beach, Cal.

•

RAY MCNAMARA, manager of the Allyn Theatre, Hartford, has been named chairman of the Theatres Division, Metropolitan Hartford Muscular Dystrophy Campaign.

•

MIKE SIMONS, M-G-M director of customer relations, and EMERY AUSTIN, exploitation head, will return to New York today from Boston.

•

AL MENDELSOHN, Universal Pictures home office publicity department radio and TV contact, has left here for Boston.

•

LILLIAN LANG, fashion sales and promotion manager for "Photoplay," has returned to New York from the Coast.

•

HARRY MERSAY, manager of the 20th Century-Fox print department, today will celebrate his 27th anniversary with the company.

•

J. J. COHN, M-G-M studio executive, is due in New York from the Coast at the end of the month to spend the holidays here.

•

AL LICHTMAN, 20th Century-Fox director of distribution, has returned to New York from the Coast.

•

NORMAN H. MORAY, Warner Brothers short subjects sales manager, left the Coast yesterday for New York.

•

PAUL NEWMAN, has arrived here from Hollywood.

Trade Charity Drive At $881,168 Mark

HOLLYWOOD, Dec. 6. — The third industry-wide report of the Permanent Charities Committee on its 1955 campaign shows 19,703 subscriptions totalling $881,168, Chairman Ralph Claire today disclosed. The goal is $1,250,000.

Skouras Increased Stock

WASHINGTON, Dec. 6. — The late Charles P. Skouras purchased 40,208 shares of national Theatres, Inc., common stock before he died in October, boosting his holdings to 85,218 shares, according to a report by the Securities and Exchange Commission.

'Unchained' to WB

HOLLYWOOD, Dec. 6. — Warner Brothers will distribute "Unchained," prison story produced independently by Hall Bartlett, Jack Warner announced today.

Duke Clark Named UA Dallas Manager

Duke Clark has been appointed branch manager of United Artists' Dallas exchange effective today and will serve under the supervision of Eastern and Southern division manager Milton E. Cohen and Southern district manager George Pabst, it was announced by B. G. Kranze, general sales manager for UA. Clark replaces W. C. Hames, who has resigned to form his own business venture outside the film industry.

Started in 1907

Active in motion pictures since 1907, Clark comes to United Artists after completion of his special assignment as distribution consultant for Jerome Cappi productions at the Walt Disney Studios.

The sales veteran joined Paramount Pictures in 1921 and held a variety of distribution posts with that organization that terminated in 1952, when he resigned as South Central division manager to join COMPO as a field executive.

Name Harold Green Col. L. A. Manager

SALT LAKE CITY, Dec. 6.—Harold Green, branch manager of Columbia Pictures here for past three years, has been named branch manager in Los Angeles effective after the first of the year. Green started his industry career as an usher in Salt Lake in 1923. He became employed at Columbia Pictures 25 years ago and has held various positions in the branch office since that time. No successor has been named.

N.Y. Critics Elect Quinn Chairman

Frank Quinn of the New York "Mirror" has been elected chairman of the New York Film Critic Circle. A. H. Weiler of the "Times" was elected vice-chairman, Irene Thirer, the "Post," secretary and Joe Pihodora, "Herald Tribune," treasurer.

The critics will vote their annual selection of best performances and direction on Dec. 28. It will be their 20th annual event.

Milton Randolph Dead

NASHVILLE, Dec. 6. — Milton Randolph, editor of "Good News Weekly," published by Crescent Amusement Co. for circulation in its theatres, and editor of the Nashville "Banner" amusement page, died following an extended illness. Randolph was the author of a recent feature article in "Motion Picture Herald" about Crescent's theatre advertising in the "Banner."

Lux in Hospital

BUFFALO, Dec. 6. — Elmer F. Lux, head of Elmart Theatres and president of the Buffalo Common Council, has entered the General Hospital. He underwent surgery this afternoon. Mrs. Lux said her husband has had a recurrence of an illness which had hospitalized him in July.

Huge Promotion Set For 'Show Business'

A million-dollar national advertising and promotion campaign linked to the release of Irving Berlin's "There's No Business Like Show Business" in CinemaScope has been set by Natlynn Junior Original dresses which are merchandising a full line of modes inspired by the 20th Century-Fox picture.

One of the largest film-linked drives ever programmed, the campaign, to run for six months, will feature national TV, radio, newspaper and magazine advertising, comparable regional and local level advertising, cooperative promotions including fashion shows and contests, and local theatre cooperation by the dress manufacturer's thousands of department and specialty store outlets.

Kits Prepared

Five thousand complete campaign kits prepared with the explicit purpose of obtaining full participation by 5,000 retail outlets have been serviced to facilitate store promotions during the peak Christmas holiday season and concurrent with the picture's initial playdates.

Conn. to Get Bill To Legalize Raffles

HARTFORD, Dec. 6.—Two Democrats, Representatives Mopsik and Demuth of Plainfield, have disclosed plans to introduce a bill legalizing bazaars and raffles at the 1955 session of the Connecticut State Legislature.

A similar proposal was vetoed by Gov. Lodge in the 1951 legislative session.

The Mopsik-Demuth measure provides for local option on bazaars and raffles, and stipulates that if five per cent of the voters of a town sign a petition for legalizing bazaars and raffles in their town, then the legislative body of that town must vote on such a proposal within 14 days.

14 Brandt Theatres Sign Altec Contract

A contract has been signed between Stepamclau, Inc., a Brandt theatres subsidiary, and Altec Service Corp., covering the sound equipment in 14 houses in New Jersey.

The deal was negotiated between Marty Wolf, Altec assistant sales manager, and Arthur Sommer, representing the Brandt interests. Half of the theatres have stereophonic sound equipment. Altec will provide the special service techniques developed by the organization for these installations, together with service and maintenance of the optical equipments involved.

Whitney Engages MCA

HOLLYWOOD, Dec. 6. — C. V. Whitney Pictures, Inc., has delegated Music Corporation of America to negotiate a distribution arrangement for "Searchers," which John Ford will direct. Whitney said the arrangement made for "Searchers" may have "more important and far reaching effects than any other arrangement for a single picture."

Cinema Lodge to Entertain Rogers Hospital Patients

New York's Cinema Lodge, the entertainment industry unit of B'nai B'rith, will provide an annual Christmas gift for the patients of the amusement industry's Will Rogers Memorial Hospital at Saranac Lake, N. Y., in the form of an entertainment junket sponsored by the Lodge, it was announced yesterday by Burton E. Robbins, president of Cinema Lodge, following approval of the project by the executive committee.

The idea of bringing live entertainment to the industry's patients at the Will Rogers Hospital was developed by Cinema Lodge, which has over 900 members in the entertainment and allied industries and will become part of the Lodge's special industry projects activities. The junket is being made possible through the participation of the American Guild of Variety Artists and Theatre Authority which is recruiting the necessary acts for the show which will be headed by a top name personality.

To Leave Here Dec. 20

The troupe will leave New York by train on Dec. 20, arriving at the Hospital the following morning. It will put on its show on Tuesday evening and return to New York Wednesday morning. The actors are contributing their services and Cinema Lodge is underwriting their transportation.

A. Montague, president of the hospital, is arranging the details of the first junket with Dr. George E. Wilson, medical director of the hospital and the hospital authorities acting as hosts to the entertainers and the Cinema Lodge representatives. The "live" entertainment at Christmas time is considered of important therapeutic value.

Schaefer Retained

George J. Schaefer has been retained as producer's representative for United Artists' forthcoming "Star of India," starring Cornel Wilde and Jean Wallace.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
IRVING BERLIN'S "WHITE CHRISTMAS"
in VistaVision starring
BING CROSBY - DANNY KAYE
ROSEMARY CLOONEY - VERA ELLEN
Color by Technicolor - A Paramount Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS. PRESENT
ROBERT MITCHUM-TERESA WRIGHT
in WILLIAM A. WELLMAN'S
Track of the Cat
CINEMASCOPE • WARNERCOLOR
PARAMOUNT B'WAY AT 43rd ST.

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News Roundup

Pittsburgh TV Outlet Sold

Purchase of television station WDTV, Pittsburgh, by Westinghouse Broadcasting Co. from Allen B. DuMont Laboratories, Inc. for $9,750,000 was announced here jointly at the weekend by Gwilym A. Price, president of Westinghouse Electric Corp., parent company of Westinghouse Broadcasting, and Dr. Allen B. DuMont, president of the company bearing his name. The sale is subject to the consent of the Federal Communications Commission.

■

New Tenn. Drive-in

A corporation headed by R. M. Condra, now operating the Colonial and Bel-Air Drive-ins in Nashville, will start work immediately on a new drive-in and amusement center on Highway 100. The 800-car project will cost $200,000 and will include a swimming pool and pony riding trails.

■

Support Two Festivals

The Council of the International Federation of Film Producers Associations has announced that in 1955 it will support both the Cannes and the Venice Film Festivals. Previously, the council decided to lend its support only to one major film festival per year.

■

'Gretel' London Bow

Michael Myerberg's "Hansel and Gretel" will have its first European engagement when it opens in London on Dec. 19 as the Christmas holiday attraction at the Tivoli Theatre.

Right to See Books Given Col. 'Holder

ALBANY, Dec. 6.—Lester Martin, holder of approximately eight per cent of Columbia Pictures common stock, has been given the right to inspect the company books in accordance with a decision handed down here by the Court of Appeals. Three justices of the court dissented.

Martin, who charged mismanagement of the business, earlier had obtained from Supreme Court Justice Edgar J. Nathan, Jr., an order permitting him to inspect the company records. Following objections by Columbia, the Appelate Division upheld Justice Nathan and the Court of Appeals now has sustained the action of both the lower tribunals.

Youngstein Heads Denver Charity Unit

Max E. Youngstein, vice-president of United Artists, has been appointed chairman of the entertainment committee of the National Home for Asthmatic Children at Denver, it was announced by Robert Q. Lewis, the CBS television star who is honorary chairman of the home's regional board of directors.

Youngstein and Lewis simultaneously announced their sponsorship of a "Parade of Stars" at Town Hall here, on Jan. 8, for the benefit of the national home.

Reviews

"West of Zanzibar"

(Universal-International-Rank) *Hollywood, Dec. 6*

LACK of player names meaningful on American marquees is major handicap under which this melodrama which was sent over by the J. Arthur Rank Organization, to whose "Ivory Hunter" it is said to be a sequel, goes into distribution in these States. The top players are Anthony Steel, who's been seen in "Ivory Hunter," "Another Man's Poison," "Outpost in Malaya" and more than a dozen other pictures since the war, and Sheila Sim, whose past screen credits include "Pandora and the Flying Dutchman."

These players do well enough in portraying a married couple made to seem more like cardboard-cutouts than people in a story and screenplay contrived to afford a reason for photographing most attractively a great many animals of the African jungle and plain whose natively dramatic appeal is as strong in this as in the other previous animal pictures that have given audiences, and sometimes auditors, so much satisfaction over the years. When "West of Zanzibar" is permitted to become an outright animal picture, with the camera taking over the responsibility of entertainment, it is very good. The rest of the time it is a combination of unconvincing makebelieve and political message. Exploitation featuring the animals—elephants, hippos, leopards, all the regulars, plus a few underwater creatures seldom seen on film—is likely to produce best results.

The picture is a Michael Balcom production produced by Leslie Norman and directed by Harry Watt from a screenplay by Max Catto and Jack Whittingham taken from a story by Watt, and it was made, according to the credit-sheet, "in association with the Schlesinger organization." The director of photography, in Technicolor, whose contribution is the standout feature of the film, is Paul Beeson.

The story is a loosely-knit account of the ways in which the white Steel, warden of the national park in Africa in which the black tribe of Galanas has taken residence, undertakes to save them from lawless ivory-smuggiers headed by an indefinitely delineated attorney who calls himself a Phoenician. The time is about now, by indication of the jeep used by the whites, and there is a great deal of action, some of it tragic, some of it on land and some on the sea, before the whites best the Phoenician and save the surviving and grateful members of the Galanas tribe.

Running time, 94 minutes. General classification. W. R. W.

"The White Orchid"

(LeBorg-United Artists)

FILMED in Mexico, this story of romance and adventure boasts picturesque and technically impressive photography in color by Eastman Color. Its other selling points are interesting aspects of Mexican culture and folklore and the names of William Lundigan and Peggie Castle. The somewhat slow-paced story manages to hold the interest until the pace increases toward the end.

Lundigan and Miss Castle co-star as an archeologist and his unwanted (at first) assistant photographer. He learns of an ancient tribe dwelling in remote jungles. Needing a guide to lead them through this strange territory, she persuades a wealthy plantation owner to accompany them. Romantic complications develop along the way, but the hostility changes when the three are captured for unwittingly causing the death of one of the tribe. Their escape is partially successful as the Mexican gives up his life so the others can flee.

Much of the gaiety of a fiesta and the beauty of the countryside is caught by the cameras. The film has a flavor of authenticity which helps overcome the plot deficiency. Reginald LeBorg directed at a leisurely pace and got competent performances from the cast, most of whom, other than the principals, are unknown north of the border.

LeBorg produced and also wrote the screenplay in collaboration with David Duncan.

Running time, 81 minutes. General audience classification. November release.

UA-SPG Open Wage Talks Here Today

The United Artists unit of the Screen Publicists Guild will present its demands for a general increase across the board for advertising, publicity and exploitation personnel to company officials in the first of a series of meetings which begin here today.

If an agreement cannot be reached between the SPG members and UA, the matter is to go to arbitration after the first of the year.

Plan Smakwitz Dinner

ALBANY, Dec. 6.—The Variety Club will give a testimonial dinner to Charles A. Smakwitz, who has been promoted from Stanley Warner zone manager in the Albany territory to a similar post in the Newark area, effective Jan. 1.

Conn. Critic Picks 'Star Is Born'

HARTFORD, Dec. 6.—"A Star Is Born" tops the "Ten Best Films of 1954" selections announced by Allen M. Widem, motion picture editor, Hartford "Times."

Others honored: "Sabrina," "Barefoot Contessa," "The High and the Mighty," "White Christmas," "About Mrs. Leslie," "Caine Mutiny," "Rear Window," "Seven Brides for Seven Brothers" and "Magnificent Obsession."

Coast Craft Pay Rises

HOLLYWOOD, Dec. 6. — The weekly earnings of craft workers in the studios here, averaged $129.55 in October. This figure is slightly above the average of $125.35 for September of this year and considerably above the $116.40 for October, 1953.

People

Frank Braden, press representative of Ringling Brothers-Barnum & Bailey Circus, has joined Paramount Pictures on a "loan out" to assist with the campaign on Hal Wallis' Dean Martin-Jerry Lewis, "Three Ring Circus" in VistaVision. Working with Braden, who currently is stationed at the Paramount home office, is **Dave Friedman,** Paramount Mid-West field representative, who has a broad circus promotion background.

¤

Clyde Hawkins replaces **Otis Smith** as manager of the Bradley Theatre, Columbus, Ga. Hawkins was formerly with the Fox Theatre in Atlanta. Smith moves over as manager of the Columbus Drive-In in Columbus.

¤

Celia Reile is operating the reopened Family Theatre in Utica, N. Y.

¤

John E. Petroski of Stanley Warner Theatres has taken over the management of the Garde Theatre in New London, Conn., succeeding **Nick E. Brickates,** newly appointed Connecticut district manager for the circuit.

¤

Jack and **Ray Essick** of Modern Theatres Circuit in Cleveland have completed plans to go into the travel agency business as a side-line.

¤

DeChantal Smith, cashier at the Paramount New Haven exchange for the past 36 years, retired from the company last week.

¤

Howard E. Kohn, III, has been named national coordinator for Century Films' "Day of Triumph" in charge of publicity and promotion. Kohn formerly handled road shows for **Stanley Kramer** and United Artists.

¤

Jim **Bolus,** former booker for MGM in Atlanta, has been appointed sales representative for Republic Pictures. **Dave Londen** has succeeded him as booker at MGM.

File 'Piracy' Suit

A suit for $300,000 was filed in N. Y. Federal Court yesterday by Seymour Gonberg, writer, who charged that the Joseph Burstyn, Inc., release, "The Little Fugitives," was based on his Collier's story "The Shrimp" and on "Rest Cure," which appeared in Cosmopolitan. Portions of the stories were pirated, he charged. Four defendants, in addition to the Burstyn company, were named.

To Process 'Girl'

O. W. Murray, West Coast vice-president of Pathe Laboratories, announced that a deal has been closed with Burt Kaiser Productions to process "Girl Murdered" which stars Lawrence Tierney and John Carradine.

THE BIG PLUS IS

adding powerful boxoffice pull

White C

WHICH WILL PLAY
THAN ANY ATTRACTI

NEW YORK TIMES TELLS THE PUBLIC: "Richest bonanza. On the basis of returns from other films the company has released...'White Christmas' should yield a record at Paramount."

VARIETY TELLS THE TRADE: "'White Christmas' threatens to top industry's all-time top grosses."

Hollywood Reporter Adds: "'White Christmas' will break thru the money-barrier."

VISTAVISION

MOTION PICTURE HIGH-FIDELITY

o all the other selling elements of

hristmas

TO MORE PEOPLE
ON IN RECENT YEARS

Irving Berlin's
WHITE CHRISTMAS
in VISTAVISION
Motion Picture High-Fidelity

starring **Bing Crosby · Danny Kaye · Rosemary Clooney · Vera-Ellen**
with **Dean Jagger** · Lyrics and Music by **Irving Berlin** · Produced by Robert Emmett Dolan · Directed by **Michael Curtiz**
Dances and Musical Numbers Staged by Robert Alton
Written for the screen by Norman Krasna, Norman Panama and Melvin Frank · A Paramount Picture
COLOR BY TECHNICOLOR

RIGHT NOW HUNDREDS OF ENGAGEMENTS ARE VERIFYING THESE NEWS STORIES
AND IN THE WEEKS AHEAD THOUSANDS OF DATES WILL CONFIRM THEM!

Pickman

(*Continued from page* 1)

fmndamental one-world nature of our corporate enterprise," Pickman said.

"We are in a one-world business of entertainment today," Pickman continued, "and each and every one of us is a part of that one world business. We all have jobs to do. This is true regardless of the level on which we operate or the sphere of our particular influence and responsibilities. Each of us here today is a part of the whole and dependent upon each other for the best, final end result."

The meetings, one the first international coordination session in Paramount's history, and the other a special divisional sales managers meeting, got under way this morning with a welcoming address by Y. Frank Freeman, Paramount studio vice-president.

A. W. Schwalberg, president of Paramount Film Distributing Corp., who is presiding at the sales meeting, paid tribute to the picture makers. He said that these planners and producers were the ones that this year made great salesmen out of all the sales force."

In introducing Pickman, who is presiding at the international coordination meeting attended by domestic and foreign publicity executives, Freeman said a main purpose of the company policy was to establish closer bonds between production, selling and merchandising.

Loren L. Ryder, studio technical engineering head, spoke and gave a demonstration of double frame VistaVision projection. Ryder said: "VistaVision as we now have it on the double frame negative produces a better image than the human eye can resolve, and it is this fact coupled with the amazing clarity that creates a third dimension effect, although no claim of third dimension qualities is made."

Schary Sees Color TV Hurting at First

HOLLYWOOD, Dec. 6.—A minor depression in the motion picture industry will occur when color television is available to the general public at low cost, it was predicted by Dore Schary, Metro-Goldwyn-Mayer studio production head, in a United Press dispatch.

"The dip in theatre patronage will not be as bad as the one brought about by the arrival of television a few years ago," Schary said. "After the first thrill of seeing color, the public will again demand more adequate entertainment and TV will then be back where it is today."

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in requirements of the
Motion Picture Industry
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Television--Radio

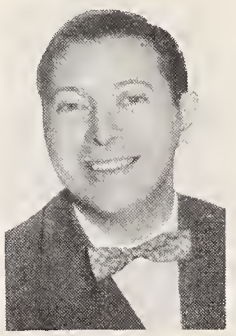
with Pinky Herman

SHOWFOLK have always given generously of their time, talents and money to charity and the season of wholesale giving to unfortunates is here once more and we feel proud that in hundreds of communities radio and TV execs and their staffs are successfully raising funds for various local charities. It's impossible to list in this pillar even a small fraction of the "drives," but we should like to name some. The New York chapter of American Women in Radio-TV will hold its annual Christmas-Chanukah party next Monday at the Hotel Warwick, where, with Prexy Nancy Craig, they'll prepare the distribution of gifts to 150 neediest families. Gifts accumulated thru the efforts of WMGM artists and station personnel, will be distributed by the 52 Association of N. Y. to wounded and hospitalized servicemen in Greater N. Y. In Cincinnati, femcee Ruth Lyons of the WLW-TVehicle "50-50 Club," has already raised a "Christmas fund" of $55,000 to purchase and distribute toys to invalid children in Ohio, Kentucky and Indiana hospitals.

☆ ☆ ☆

The busy office of Gerry Gross-Norman Baer Productions will be even busier starting Sunday Dec. 19 when the TVhiz-kids' newest TV panel show, "Let's Take Sides," ABCom-mences in the 1:00-1:30 P.M. slot. The current Gross-Baer shows include the award-winning "Junior Champions" and "The Igor Cassini Show" both TViewed on NBC; The "Morey Amsterdam" and "Maggi McNellis" shows (ABC-TV) and Ted Straeter's WABDoins. The new program will have Bob Considine as moderator and Sloan Simpson and Frank Conniff, regular panelists; the other two guest panelists selected each week. . . . Jan Minor, whose make-believing as leading lady on radio shows "Hilltop House" and "Casey, Crime Photographer" and Robert Montgomery TV shows, stamps her as one of the most talented on the air, is currently in Hollywood making a series of telefilm commershills for "Lux Video Theatre." . . . Ben Berenberg, executive producer for Screen Gems, has added producers Ben Blake and Lee Goodman to the firm's new "personalized service" sub-division. Under this new service, producers will be assigned exclusively to advertising agencies to handle respective film needs.

Gerry Gross



Norman Baer

☆ ☆ ☆

When Ray Perkins, Denver's KIMNonpareil deejay returned from the hospital, the staff expeeted the former vaude headliner to eonfine his aetivities solely to platter-ehatter in view of the faet that one of his hands was eompletely bandaged. But not Ray. He sat down at the piano as usual, ivory-tickled a torrid tempo and has sinee been introduced to his listeners as "the world's greatest one-hand pianist." . . . WABDelovely Helen Baron starts her second year as Bob Dana's "Gal Tuesday" on "Dining Tips." LaBaron, who's appeared in several Broadway produetions, is sprinkled with TV stardust. . . . Nelson Case has been so completely identified with the soapera "Road of Life" as narrator that, he's been selected to deliver similar chores for the show's TVersion which CBSstarts Monday at 1:15-1:30 P.M. . . . Diek Gilbert (KTYL, Phoenix, Ariz.) president of the Ameriean Society of Disk Joekeys, has purehased a new Chrysler in order to travel about the eountry fulfilling his new duties. Gilbert, who started his wax warbling years ago over WHN (now WMGM) is one of the most popular personalities with Tin Pan Alleyites.

Ray Perkins

☆ ☆ ☆

Warner Bros. have affected a nation-wide tie-up with "The Big Pay-Off" for their forthcoming musical, "Young at Heart," co-starring Doris Day and Frank Sinatra. A letter-writing contest will be featured for two weeks on the CBS-TV program, starting December 13 and will ask viewers to end the sentence that starts with "I Keep Young in Heart by."

Tax Signs

(*Continued from page* 1)

save their admissions stubs as it is possible that they may secure a tax refund, he said.

The posters, placards and box-office signs which were printed by the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatres Owners Association state: "To our patrons! This theatre is fighting the 5% city admission tax. Save your ticket stubs. You may be entitled to a refund."

Meanwhile, a study of the New York City five per cent amusement tax levy, Local Law 37 for 1954, revealed that the local government can secure an even five per cent tax on admissions by the use of token or stamps. The provision states: "To prescribe methods for collection of the tax, include the use of stamps, coupons, serial numbered tickets, oi such other reasonable device or methods as may be necessary or helpful in securing a complete and prompt collection of the tax."

This method of sales tax collection is in effect in Missouri, Ohio and a few other states where the local governments have been collecting sales taxes by use of half-penny tokens thereby eliminating any major fraction of tax breakage issues.

However, exhibitor officials in New York have contended all along that if the city authorities try to install this method of tax collection, the cost involved would be enormous and it would be "politically bad."

Southern Exhibitors

(*Continued from page* 1)

which will open here tomorrow.

Flexer, brother of David Flexer, Memphis motion picture man, was elevated, as is customary, from secretary-treasurer by the nominating committee, which reported to the board. The membership will approve the nominees.

It was Mississippi's turn to have the presidency, and Flexer, in the theatre business since 1935 and the 1951 Tennessee vice-president, got the nomination. James Carbery of Rowley-United Theatres, Little Rock, outgoing president, is the new board chairman.

Charles Eudy, Houston, Miss., was nominated secretary-treasurer, in line for the presidency at the 1955 convention, as it will be Mississippi's turn.

The three new vice presidents are Roy L. Cochran, North Little Rock; R. B. Cox, Batesville, Miss., and Tom Ballas, Memphis.

The three-day session, which opened this afternoon, seemed to be one without particular controversy. The primary topic being discussed is "more pictures."

Carbery said the plan of Theatre Owners of America, which has set up Exhibitors Film Financing Group, Inc., to finance films, will be discussed at length at the convention.

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FOR THE BEST SPECIAL TRAILERS
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20th Manual

(*Continued from page* 1)

Ltd., London, Joseph F. Bugala, of the Monessen Amusement Co., Greensburg, Pa., and other exhibitors for ideas and campaign suggestions which have been incorporated into the press book.

Reproduced in the book are campaigns submitted by theatremen on stereophonic sound which have resulted in reported box office advantages achieved in conjunction with the presentation of CinemaScope pictures.

The publicity section of the manual contains a series of news stories describing the development of stereophonic sound and its association with CinemaScope.

Advertisements Included

The advertising section presents a group of ads selling stereophonic sound. Ads, in one, two and three column sizes are adaptable for any company's CinemaScope pictures in stereophonic sound.

Special ads for campaigns on "The Miracle of Stereophonic Sound," CinemaScope short subject explaining stereophonic sound comparing it to regular optical sound, also are carried in the ad section. This CinemaScope subject is being made available free to theatremen by the film company.

The manual also contains suggestions for the exploitation of stereophonic sound via lobby and theatre-front displays, heralds, throwaways and direct mail pieces to local civic and scientific organizations, newspaper editors, broadcasters and telecasters and to the theatre's regular mailing list. Ideas for space-getting stunts and contests also are outlined in the section.

Going to 3,500 Houses

The book is being sent to each of the 3,500 theatres in the United States and Canada currently equipped with stereophonic sound. It is also going to all leading production and exhibition executives and advertising and publicity directors. Theatremen overseas also will be supplied with the press book for use in all parts of the world.

'U' Schedule

(*Continued from page* 1)

of 32 major pictures will be released.

In reviewing the distribution policy of the company over the past year and outlining the program for 1955, Feldman stated that the keynote of U-I operation will be based on the same principles of "confidence, responsibility and reliability that sparked the company's success over the past several years."

"Our organization is full of confidence in the future of the motion picture industry," Feldman emphasized. "Our responsibility to our exhibitor customers is to continue to deliver a flow of quality product having the same reliability of entertainment values which have pleased American movie-goers in ever increasing numbers to the benefit of our company and our exhibitor friends."

Top Officials Heard

Addressing the opening session of the sales conference yesterday were Milton R. Rackmil, president; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production; and David A. Lipton, vice-president.

Co-Op Booking, Buying

(*Continued from page* 1)

ing." For instance, McGee said, "Freddie Schwartz with his Distributors Corp. of America could do his primary selling in the manner he plans at the moment, and his so-called secondary selling would be a cinch. Probably this co-op would need a board of supervisors of exhibitors and distributors which might have to arbitrate an occasional situation. Now, while I say that, I realize that distributors have always refused to arbitrate film rentals, but in a type of operation as I am suggesting here, they might be inclined to participate. Perhaps it would be necessary to set this up on a national basis, and it might even be further necessary to provide for a Price Waterhouse type of operation."

A further proposal, based on the assumption that sales heads "mean what they are quoted as saying," was expressed by McGee who said, "we should not wait for arbitration and conciliation to be put into actual practice. I think each distribution center should set up within the exhibitor organizations a committee to listen to abuses or grievances, whether real or fancied, and attempt to conciliate them right now." McGee said he saw no reason for distributors staying out of towns for months and years and no reason for exhibitors being deprived of needful product because of some hindrance which may not actually exist when brought to the attention of the proper people.

Despite figures compiled by Sindlinger & Co. showing a national improvement in box-office figures, McGee said he would amend a statement made at the Chicago TOA convention and say that 90 per cent of the U. S. theatres are selling fewer tickets today than they did a year ago. He accounted for the difference in his estimate and that of Sindlinger by stating that "a few big pictures in a few big theatres in large cities made the difference."

Lauds M-G-M Workshops

In commenting on and congratulating M-G-M for its "ticket-selling workshops," McGee proposed a "giant ticket-selling campaign in each community where the theatres tie up with some big organizations of the caliber of the American Legion, Boy Scouts, Ministerial Alliance or the Olympic Games Fund.

"For instance," he said, "in our Cooper Foundation theatres and towns, we are establishing a standard plan of selling tickets at 50 cents each to the right kind of an organization, providing they sell the tickets at our standard boxoffice price or more if they can get it. Furthermore, a non-profit organization can apply to the Revenue Department and get an exemption on the excise tax. In this fashion we feel that tickets will be sold to people who never read our ads, wherever displayed, and once having the ticket, they will attend at a time of opportunity. It is a type of personal solicitation you cannot hire and I commend it to all exhibitors."

Sindlinger Discusses Attendance

The downward trend in attendance at motion picture theatres, which was constant for some eight years, has been checked, it was stated by Al Sindlinger, business analyst, in an address also delivered today. Attendance this year, he said, showed a two per cent gain over last year, and he added:

"With 143,800,000 potential moviegoers over five years of age, producers received $72,000,000 additional this year, and theatres $126,000,000, the total increase being $198,000,000, minus the $114,000,000 which went to Uncle Sam."

Arbitration

(*Continued from page* 1)

also were instructed to prepare a conciliation plan for approval of the committee, slated to meet again on Jan. 17.

The joint committee asked the two counsels to have the conciliation plan ready for its next meeting. Following yesterday's conference, both sides were said to have expressed satisfaction with the "great progress" made at the meeting.

It was indicated from other than MPAA sources that the "wide areas of agreement" included virtually every point in the proposed arbitration system including the question of damages, the latter issue heretofore described as the one remaining issue dividing exhibition and distribution. The latter source indicated that there were some differences remaining, but he expressed optimism that these "wrinkles" can be ironed out. Up and down the line, he said, progress had been made.

Attending the meeting were: Si Fabian, Mitchell Wolfson, Max Cohen, Leo Brecher and Levy from exhibition; and A. Montague, Charles Reagan, William Gehring, Robert Perkins, Adolph Schimel and Austin C. Keough, from distribution.

MGM Workshop

(*Continued from page* 1)

Detroit Theatres and Irving Clumb of Milwaukee, a local man, Jack Hamilton, head of theatre advertising on the "Boston Globe," spoke. He urged all managers to keep their ads clean and truthful, as is the policy of the news sections of the paper.

Clumb urged all managers to stress newspaper advertising and to make contacts with local merchants for proper tie ins.

Emery Austin explained the functions of picture exploitation and promotion services.

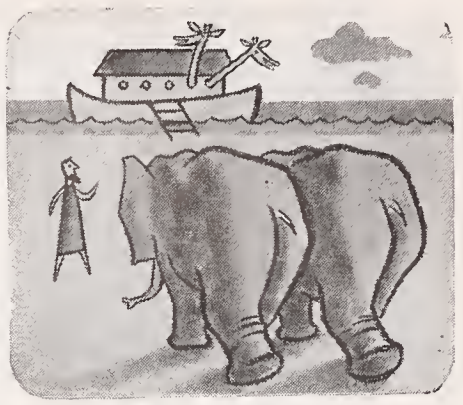
Perry Reavis, of North Carolina, described an exploitation method used in smaller situations.

4 Percentage Suits Filed in Wisconsin

MILWAUKEE, Dec. 6. — Nick Johnson and Harry E. Tope operating the Strand Theatre, Manitowoc, Wis. and the Wisconsin and Majestic Theatres in Sheboygan, Wis., were named as defendants in four percentage suits brought in the Federal Court for the Eastern District of Wisconsin.

The actions were by Loew's, 20th Century-Fox, United Artists and RKO.

EXHIBITOR'S CORNER



Q. *WHY DO YOU NEED WIDE-ARC?*

A. *RCA Wide-Arc Lamps give more light per ampere* than any other projection lamp! Their low carbon-burning rate also helps hold down operating costs—and special design holds maintenance costs to an absolute minimum. And for extra-efficient operation . . . "Instant Acting" ventilation keeps reflector cool and free of carbon dust, water circulator keeps overall temperature low. High speed reflector distributes light better . . . high speed positive carbon rotation provides greater arc stability. Wide-Arcs illuminate just as efficiently with either standard or Hitex carbons. They're *ideal* for wide screen and 3-D.

Q. *WHO can show RCA Wide-Arc's extra efficiency in terms of an actual installation?*

A. *Your local independent RCA Theatre Supply Dealer* can prove to you that RCA Wide-Arc Lamps will give all-around superior illumination in *your* specific wide-screen or 3-D installation.

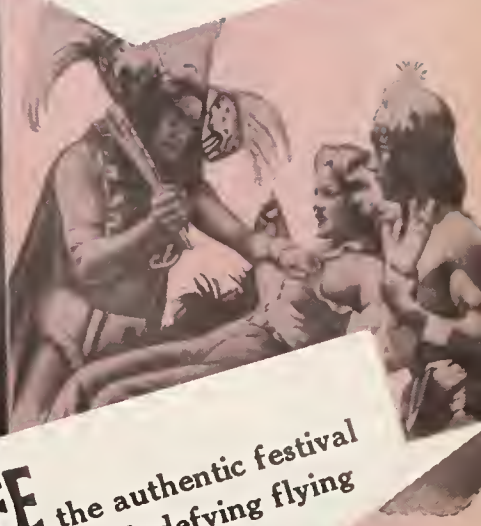
RCA®
RADIO CORPORATION of AMERICA
THEATRE EQUIPMENT
CAMDEN, N. J.

AN EXPLOITATION NATURAL!!!

"HER NAME WAS
XTABAY
EVIL...EXOTIC...
ENTICING...AROUSING
THE MOST PRIMITIVE
HUMAN EMOTIONS...
THE FABLED
TEMPTRESS OF **THE WHITE ORCHID**"

MYSTERY AND TERROR NEVER BEFORE SEEN ON ANY SCREEN!

SEE the sacrifice of the captive virgin goddess!



SEE the authentic festival of the death-defying flying Voladores!

SEE a thousand years swept away by the discovery of a fabulous golden pyramid!

ACTUALLY FILMED IN THE DEEPEST MEXICAN JUNGLES!

The WHITE ORCHID

starring
WILLIAM LUNDIGAN
PEGGIE CASTLE
and introducing
ARMANDO SILVESTRE

PHOTOGRAPHED IN EASTMAN COLOR

Screenplay by David Duncan and Reginald LeBorg • Produced and Directed by REGINALD LE BORG

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 109 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 8, 1954 TEN CENTS

Disclose List

Exhibitors in DCA Operate 1,005 Houses

Schwartz Sees Co. Boost In Capitalization Soon

By MURRAY HOROWITZ

Major exhibitors throughout the country are represented in the Distributors Corp. of America stockholders list, made public here yesterday by DCA president Fred J. Schwartz.

Fred Schwartz

Schwartz, at the same time, disclosed that DCA is contemplating increasing its capitalization, the $1,000,000 of DCA preferred stock having already been fully subscribed.

DCA stockholders, scattered throughout the country operate

(*Continued on page 6*)

Smith Leaves USIA; Shelton in His Post

From THE DAILY Bureau

WASHINGTON, Dec. 7. — Andrew W. Smith, Jr., is resigning effective Dec. 11, as chief of the U. S. Information Agency's Motion Picture Service, and will be replaced by the present deputy chief, Turner B. Shelton.

This was announced today by the

(*Continued on page 6*)

Dollinger Asks Study Of Admission Prices

Special to THE DAILY

BOSTON, Dec. 7.—Film rentals and advanced admission prices keynoted the address of Irving Dollinger, of New Jersey Allied, in an address delivered here today at the convention of Independent Exhibitors, Inc.

Dollinger made a strong plea for

(*Continued on page 6*)

TOA Mid-Winter Meet Feb. 13-15

The joint mid-winter meeting of the executive committee and board of directors of Theatre Owners of America will be held Feb. 13-15 at the Mayflower Hotel, Washington. The sessions previously had been tentatively set to start on Feb. 5. Walter Reade, Jr., chairman of the board, and Alfred Starr, chairman of the executive committee, will preside.

Fabian Again Asks Unity

OKLAHOMA CITY, Dec. 7. — Reiterating his stand of a year ago, Si Fabian, president of Stanley Warner Corp., today called for "one big organization" of exhibitors which, he asserted, could move the industry ahead five years in its thinking with a period of six months of concentrated effort.

Si Fabian

Fabian, speaking at the annual convention here of the Theatre Owners of Oklahoma, attacked moves by some indus-

(*Continued on page 3*)

Boxoffice Stimulant

M-G-M 'SALUTE TO THEATRES' IN '55

Campaign, to Run from Jan. 1 to April 30, To Use 'There's More Fun at Movies' Slogan

Plans for a nation-wide campaign by Metro-Goldwyn-Mayer to help increase theatre business in 1955 and designed as a salute to the company's exhibitor customers were announced yesterday by Charles M. Reagan, vice-president and general sales manager, at a luncheon with trade press representatives at the Sheraton Astor Hotel here.

Charles Reagan

The campaign will be officially titled "M-G-M's 1955 Motion Picture Theatre Celebration."

The slogan for the salute will be "There's More Fun at the Movies!" While the promotion activity will be undertaken by M-G-M from Jan. 1 through April 30, the company hopes that the momentum will be maintained indefinitely.

In describing the campaign, Reagan said:

"I believe there is every indication that 1955 will be a great movie year and that the upswing started in '54 will continue and will be accelerated. We are convinced that this business is

(*Continued on page 6*)

$16,500,000 For Cinerama As of Nov. 27

By LESTER DINOFF

At the end of the 14-month period ending Dec. 31, 1955, "This Is Cinerama" and "Cinerama Holiday," which will have been exhibited in 16 United States and Canadian cities by then, will have grossed about $20,000,000, Ira S. Stevens, treasurer and assistant secretary of Cinerama Productions, Inc., informed company stockholders at a Barbizon Plaza Hotel meeting held here yesterday.

Basing his assumptions on the average attendance of 65 per cent at the 13 theatres in the U. S. now presenting "This Is Cinerama," Stevens stated that the $20,000,000 anticipated

(*Continued on page 3*)

'There's No Business Like Show Business'

[*20th Century-Fox*]
(CinemaScope)

SOME extraordinarily happy results entertainment-wise, which is, of course, to say commerce-wise, flow from a prodigal mingling of many top-flight talents before some of the best utilized technical developments the screen has displayed since the opening of the get-them-out-of-the-living-room era last year, in this wonderful motion picture, "There's No Business Like Show Business."

It is, most assuredly and unreservedly, worthy of its title and living proof of it.

The quality of the performances of Ethel Merman, Donald O'Connor,

(*Continued on page 3*)

'Interim' Extension For NT Divestiture

From THE DAILY Bureau

WASHINGTON, Dec. 7. — The Justice Department has agreed to give National Theatres an "interim" extension of its Dec. 7 divestiture deadline until Jan. 10.

Before that date, it is planned, Justice and National will work out another, longer extension which it is hoped will be the final extension of National's divestiture deadline.

Under the original 20th Century-

(*Continued on page 3*)

HAROLD HECHT presents
GARY COOPER ★ BURT LANCASTER
"VERA CRUZ"
IN SUPERSCOPE
COLOR BY TECHNICOLOR
ADVERTISED IN THE FEB. ISSUE OF Redbook
THE MAGAZINE FOR YOUNG ADULTS
• More than 4,322,140 Primary Readers

Personal Mention

ROY O. DISNEY, president of Walt Disney Productions, and E. C. WALKER, advertising and exploitation manager, have returned to the Coast from New York.

•

ROBERT CLARK, president of the British Film Producers Association, and a director of Associated British Picture Corp., has arrived in New York from London.

•

BERNARD JACON, I.F.E. Releasing Corp. vice-president in charge of sales, has arrived in Los Angeles from New York.

•

H. M. BESSEY, Altec Service Corp. executive vice-president, has left New York for Chicago and other cities of the Midwest and Far West.

•

LOU MARKS, M-G-M manager in Detroit, is in New York from there on a belated honeymoon and also to celebrate his mother's 75th birthday.

•

R. J. HORTIS, manager of the Westrex Company, Argentina, has returned to Buenos Aires from New York.

•

ALEXANDER McDONALD, of Douglas Fairbanks, Jr. Productions, Ltd., is scheduled to arrive here today from London via B.O.A.C.

•

LEON ROTH, publicity coordinator for United Artists on the West Coast, will return to Hollywood today from New York.

•

MAI ZETTERLING will arrive here tomorrow from London via B.O.A.C. Monarch.

•

SAUL J. ULLMAN, Fabian division manager in Albany, N. Y., has returned there from Miami.

•

MIKE SIMONS, M-G-M exhibitor relations head, left here yesterday for Memphis.

•

JACK SOGG, M-G-M manager in Cleveland, is in New York from there.

•

P. AMOURGIS, manager of Westrex Company, East, has returned to Alexandria, Egypt, from New York.

Schine Trial Starts in Buffalo Tomorrow

BUFFALO, Dec. 7.—Defendants in the contempt action against the Schine Chain Theatres will go to trial on Thursday, Federal Judge John Knight has ruled.

The decision came after repeated delays because of the unavailability of attorney William B. Mahoney, who represents council president Elmer F. Lux, a defendant.

Trial Date was fixed after Judge Knight conferred with Frank G. Raichle, Jr., attorney for the Schine defendants, and Joseph E. McDowell, Justice Department trial council.

F-17 Withdraws NLRB Petition

SAN FRANCISCO, Dec. 7.—Exchange Local F-17 has withdrawn its National Labor Relations Board petition for an election, according to John Ford, international IATSE representative for Northern California.

Last week, exchange workers local B-17 had decided to await the signing of the new national exchange contract with the distribution companies before seeking full local autonomy and an NLRB hearing concerning recognition as a separate bargaining agent.

Asks 'Voluntary' Ohio Censorship

COLUMBUS, O., Dec. 7.—A bid for voluntary submission of films for review by the Ohio state censor board was made here today by R. M. Eyman, director of education in the state and head of the censor board, in a statement in which he acknowledged that the recent Ohio Supreme Court decision has "removed the power . . . to require" prior film censorship.

'Seals' to Be Continued

"On the other hand," the statement continued, "it is quite clear that the law has not been decided unconstitutional nor void. Therefore, the division (of film censorship) will accept and review films voluntarily submitted to it and will issue official leaders (seals) to those films approved. This policy will be continued until the legislature acts on the problem.

"In the event that an amended law is enacted, those films being exhibited in the state which have not been approved under this voluntary arrangement will be subject to immediate review."

Moclair Back from Product Survey

William J. Moclair, Roxy Theatre managing director here, has returned from the National Theatres division conference in Los Angeles where he and other National Theatres executives, attended preview screenings of new 20th Century-Fox CinemaScope productions, booked for future showing at the Roxy.

Moclair reports that these forthcoming films, which he claimed are among the "greatest to come from Hollywood in many a year," will be premiered at the Roxy following the run of Irving Berlin's "There's No Business Like Show Business."

Among the new films are "The Racers," starring Kirk Douglas; "Untamed" with a cast headed by Tyrone Power, Susan Hayward and Richard Egan; "A Man Called Peter," starring Jean Peters, Richard Burton and Richard Todd; the musical version of the play, "Daddy Long Legs," co-starring Fred Astaire and Leslie Caron; and "The Seven Year Itch," starring Marilyn Monroe and Tom Ewell.

First Theatre TV In Britain Clicks

LONDON, Dec. 3 (By Air Mail).—Britain's first large screen theatre TV, with the hugely popular England-Germany football game at Wembley Stadium as the attraction, was generally regarded as a success here but was not a sellout at any of the eight theatres which offered the game at increased admission prices.

An estimated 13,000 paid admissions were reported by the theatres. A relay of the BBC transmission also was taken at the Apollo in Dusseldorf, Germany, where another 2,000 fans bought tickets. Theatre managers reported a different type of customer from usual, obviously more sports fans than theatre, was in attendance. Weather conditions were favorable and reception was reported to be of reasonably good quality.

Wolfberg, Daab End Makelim Association

HOLLYWOOD, Dec. 7.—John M. Wolfberg, former Denver and Southern California exhibitor, and former national secretary of Allied States, has severed his association with the Hal R. Makelim organization of which he was vice-president and sales manager. Taking over Wolfberg's duties is Herb Kaufman, former Republic Pictures sales official and more recently with Makelim in the Midwest as a sales executive.

Hy Daab, veteran industry advertising-publicity executive, who was with the Makelim organization briefly, has completed an assignment and withdrawn. No replacement has been named.

'Underwater!' to Bow Jan. 10, Under Water

The much-heralded preview of Howard Hughes' "Underwater!" which will be shown 20 feet below the surface of the water at Silver Springs, Fla., is scheduled for Jan. 10. Approximately 100 top correspondents will be flown from New York and Hollywood for the event.

The "submarine" preview has been made possible by special equipment now being installed to project both sight and sound under water. Spectators will be seated in chairs 20 feet below the surface equipped with aqualungs, or, if they desire, will view the proceedings through the portholes of electrically powered submarines.

Foundling Hospital Sponsors 'Tonight'

The New York Foundling Hospital will sponsor the opening performance of "Tonight's the Night," Allied Artists' Technicolor comedy which was filmed in Ireland. The film will have its New York premiere at the 52nd Street Trans-Lux on Dec. 22, following "Lili," which will then complete a 95-week run.

This was announced jointly by Steve Broidy, president of Allied Artists, and Rt. Rev. Mons. John E. Reilly of the New York Foundling Hospital.

Southern Exhibitors In Product Plea to Major Distributors

Special to THE DAILY

MEMPHIS, Dec. 7.—Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi at the group's convention here today discussed the shortage of film prints in the area. James Carbery, out-going president, was instructed by the convention in a closed session to write to the general sales managers of all major film companies regarding the shortage.

The convention also discussed the high price of film rentals, and went on record to the effect that film rentals are "definitely too high." The group said many theatres have to wait too long to play a picture, too, because of the insufficient number of prints.

The convention also heard Jack Keiler, vice-president and general manager of Columbia Amusement Co., Paducah, Ky., who urged exhibitors to regard television as an ally, and to use TV in advertising films.

Lightman Heard

At a luncheon at the Variety Club, the delegates heard M. A. Lightman, one of the founders of the organization and president for the first seven years, discuss the Variety Club's convalescent home for victims of rheumatic fever.

Mayor Frank T. Tobey welcomed the theatre men to Memphis.

The convention elected the officers proposed by the nominating committee as follows: Nathan Flexer, Waverly, Tenn., president; James Carbery, Little Rock, board chairman; Roy L. Cochran, North Little Rock; R. E. Cox, Batesville, Miss., and Tom Ballas, Memphis, vice-presidents.

Representatives to Theatre Owners of America will be K. K. King, Searcy, Ark.; Leon Rountree, Holly Springs, Miss., and M. A. Lightman, Memphis.

Feldkamp Forms FF Productions

Fred Feldkamp announces the formation of FF Productions here for the independent production of feature pictures for theatrical release. Two original properties are currently scheduled for production in 1955.

Feldkamp is the producer of the recent United Artists' release "Operation Manhunt," based on the life in hiding in Canada of Igor Gouzenko.

Schwartz on Telethon

Sol A. Schwartz, president of RKO Theatres, and motion picture industry co-chairman of the Arthritis and Rheumatism Foundation's sixth annual drive for funds, will be the industry's representative in the 15-hour telethon to emanate from the studios of WABC-TV on Saturday night.

King Bros. Dividend Set

A dividend of five cents per share, payable Jan. 10 to stockholders of record on Dec. 22, has been declared by the directors of King Brothers.

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Say Wage Law Can Apply to Film Theatres

Theatres could conceivably be brought under the Federal Minimum Wage Law on the theory that motion picture product moves in interstate commerce, it was the opinion of several industry attorneys who agreed that if there ever was a court challenge on the issue, it could be asserted.

Labor Secretary Mitchell is reported to be considering asking Congress next year to extend the minimum wage law to theatres, which currently, along with other retail and service establishments, are exempt from the law, which requires a minimum of 75 cents per hour.

Theatres generally have been held as engaged in intra-state commerce, but it is only a matter of constitutional law, one attorney said. Small independent theatres are regarded as engaged in intrastate commerce, but the large circuits which have theatres in many states, and which book films for the entire circuit, are actually in interstate commerce, another attorney said.

The National Labor Relations Board under the Taft-Hartley Act has said that it could, if it wanted to, assert jurisdiction over an intra-state theatre, but it would not do this as a policy matter, and not on legal grounds. The issue, however, is much clearer with circuits whose activities cross state lines.

Cinerama

(*Continued from page* 1)

gross will enable the company to realize a profit, before operating costs, of $1,200,000 for the same 14-month period.

From the initial opening in the fall of 1952 to Nov. 27 last, in the 13 theatres where "This Is Cinerama" is being presented, the first production has grossed an estimated $16,500,000 with Cinerama Productions securing an income of $2,900,000 from its 50-50 agreement in the first four theatres with Stanley Warner Corp., Stevens said.

The S-W organization is currently planning to open "This Is Cinerama" in Montreal on Dec. 27 followed by a January premiere in Buffalo and Miami, the stockholders were informed.

The stockholders unanimously elected Lowell Thomas, Louis B. Mayer, Milo J. Sutliff, Theodore R. Kupferman and Stevens as directors. They also approved and ratified an agreement dated Nov. 3 for the termination of an employment agreement and for stock arrangements between the company and Merian C. Cooper and between the company and Argosy Pictures Corp.

Also, the stockholders approved and ratified an agreement dated Nov. 3 for the termination of an employment contract and for a stock arrangement and for a bank loan guarantee arrangement between the company and Mayer; and voted permission for certain officers, Kupferman, Stevens and Irving N. Margolin, to purchase Cinerama Productions stock in blocks of 5,000, 5,000 and 2,500 shares respectively, at $2.25 per share.

Kupferman, at the beginning of the meeting, informed the stockholders that between Oct. 1953 and July 4, 1954, Cinerama Productions had spent $1,950,000 in opening the first nine theatres about the country now showing "This Is Cinerama." The money was spent on equipment, refurbishing the houses and promotion "and your company has received a profit, as of July 1, of $1,600,000," he added. "By February, we will be even," he said.

Thomas Resigns Post As Cinerama Head

Due to his production responsibilities for the third Cinerama film, "The Seven Wonders of the World," Lowell Thomas, president of Cinerama Productions, Inc., yesterday announced that he is withdrawing his candidacy for the company office during the forthcoming year.

Following a meeting of the board of directors of Cinerama Productions, who were elected at a stockholders meeting held earlier, it was announced that Milo J. Sutliff was elected president, succeeding Thomas. Other officers named were Theodore R. Kupferman, vice-president and secretary; Ira S. Stevens, treasurer and assistant secretary; and Irving N. Margolin, assistant treasurer.

'There's No Business Like Show Business'

(*Continued from page* 1)

Marilyn Monroe, Dan Dailey, Johnnie Ray and Mitzi Gaynor are such as to set one wondering when, if ever, they may have been surpassed.

The terrific CinemaScope production numbers for the Irving Berlin "hit" tunes, in marvelous color by DeLuxe, are luxuriously dressed, beautifully sung, danced and acted. Among them are the title tune, and "Heat Wave," "When That Midnight Choo Choo Leaves for Alabam'," "Lazy," "Alexander's Ragtime Band," "After You Get What You Want, You Don't Want It," "A Pretty Girl Is Like a Melody," " You'd Be Surprised," and many others.

In addition to the abundance of eye and ear appeal, there is emotional stimulus and heart in the Phoebe and Henry Ephron screen play, from the Lamar Trotti story. And the way it is played by every member of the cast, under Walter Lang's discerning direction, will command the undivided attention of audiences from beginning to end.

It has so much to offer, so much to sell and to be talked about, that this excellent show is certain to attract huge crowd which can but go their way as salesmen for it, after seeing it.

THE story relates the personal and professional adventures of the Donahues, a show business family headed by Miss Merman and Dailey, a vaudeville team, ultimately expanded to include the children, O'Connor, Ray and Miss Gaynor, and their excursions into the night club and other fields after the demise of vaudeville.

As the children grow up, Ray becomes a priest; O'Connor falls in love with Miss Monroe, an aspiring entertainer, and Miss Gaynor also finds romance with Hugh O'Brien, a lyric writer. Misunderstandings jar the course of the O'Connor-Miss Monroe wooing, after one of which O'Connor is injured in an automobile accident on the night of a show opening and, after an altercation with his father, disappears. Blaming himself, Dailey sets out to find O'Connor.

An actors' benefit performance at the old Hippodrome in New York provides the occasion for the family reunion and the reconciliation between O'Connor and Dailey, on the one hand, and O'Connor and Miss Monroe, on the other. With show business as the background of the principals and the story, the magnificent production numbers are worked naturally into the narrative and seem as much a part of it as any day-to-day happening in the lives of the Donahues. The circumstance is one of many which contribute to the distinguished and happy whole that is this Sol C. Siegel production.

Richard Eastham as a play producer, Frank McHugh as an agent, Robin Raymond as a show girl, and Mimi Gibson, Linda Lowell, John Potter, Jimmy Baird, Billy Chapin, Neil McCaskill and Donald Gamble, as the Donahue children at early ages, make substantial contributions in support.

The mark of quality is upon this production, every foot of the way. It is superb entertainment, the kind of which all of show business may be justifiably proud. And, as has been indicated above, not the least of its distinction is attributable to expert use of CinemaScope, of stereophonic sound and of color.

Running time, 117 minutes. General audience classification. Release, in December.

SHERWIN KANE

NT Divestiture

(*Continued from page* 1)

Fox consent decree, the company had two years from June 7, 1951, to dispose of some 110 theatres and properties. There were three six-month extensions of this deadline, and as of today, the company has only nine or 10 theatres and properties still to divest.

The five theatre-owning film producers sued by the government in the Paramount case were ordered to get rid of approximately 1,200 theatres under the consent decrees that followed the Supreme Court's decision in favor of the government. By the end of the year, fewer than 65 theatres will remain to be sold, Justice officials estimated. Within a few months, they said, divestiture should be completed for National, RKO Theatres, Stanley Warner and possibly even Loew's, with American Broadcasting-Paramount Theatres the only chain likely to need substantially more time.

'Prince' to Rivoli

Twentieth Century-Fox's CinemaScope production of "Prince of Players" will be the holiday attraction at the Rivoli Theatre here, following the engagement of Otto Preminger's "Carmen Jones," the film company announced.

Fabian

(*Continued from page* 1)

try segments for government intervention in the industry and stated: "It is my firm conviction that all the energy being expended by both sides in exhibition is being largely wasted." He cited the united effort by the industry in getting admission tax relief, pointing out that "an aroused exhibition industry working in concert with other elements of our business can perform miracles and do wonders for itself when it is united with a definite goal ahead."

Fabian said he "honestly believed" that if a referendum were taken today and exhibitors' opinions throughout the nation were duly registered, "our theatre owners would be overwhelmingly in favor of one central organization."

Turning to production, Fabian said: "If you review the records of all the major studios for the past five years, you'll discover they all have a pretty fine batting average. Where they turned out 20 pictures a year, you'll find three or four smash hits, five or six good pictures, three or four average and a few run-of-the-mill. Suppose this same studio were to increase its number of pictures produced yearly by 50 per cent, lavishing the same care and production effort on this larger group of pictures. The percentage of hits and good pictures would go up almost in proportion to the added number of films.

Wants Hollywood Encouraged

"That's why we in the theatre business should encourage Hollywood to make more and encourage everyone willing to invest his money in producing pictures to fill the playing time of our theatres.

"New stars are created by the public when they indicate their preference by paying money at the box office. The more people who see the creative efforts of new producers—applaud and are entertained by stars and new faces, then more new blood will be pumped into our industry and revitalize our motion picture business.

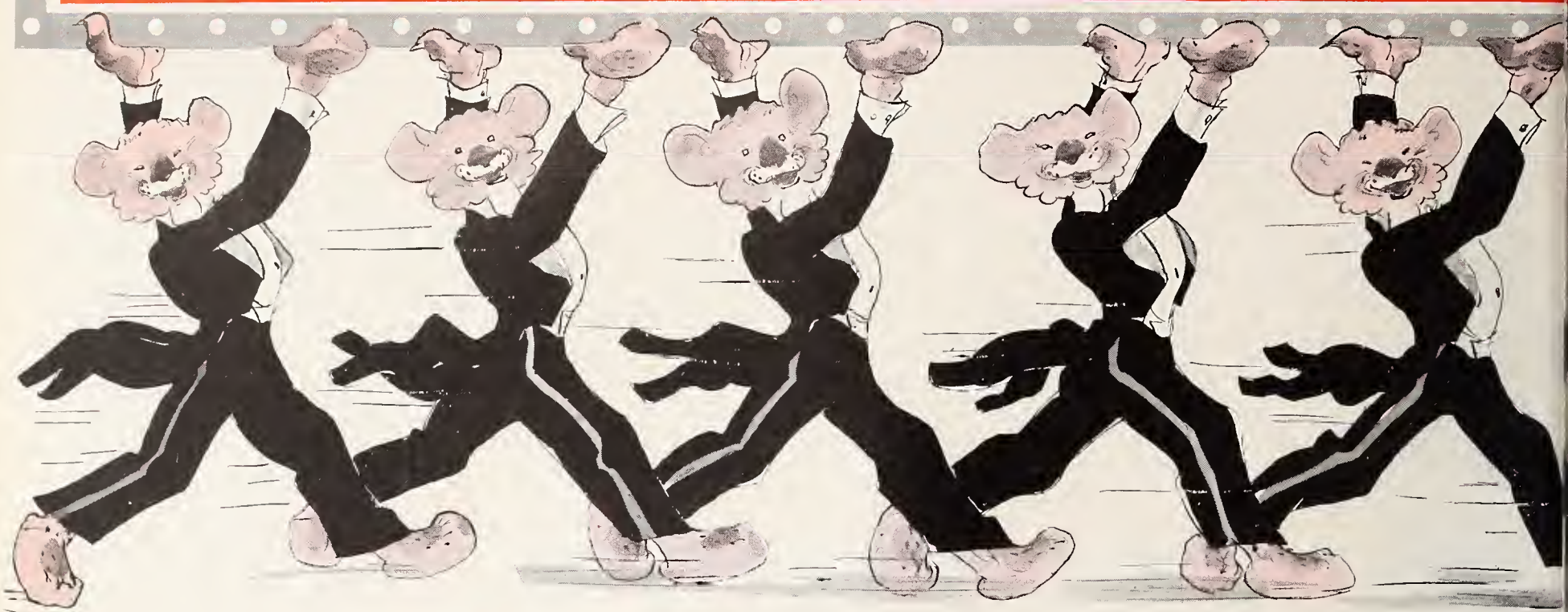
"Yes, my companies are committed to a policy of maximum aid, financial and otherwise, to any person or organization that can bring more pictures into the market. My faith in our business has never wavered and is as strong today as ever."

In conclusion, Fabian said: "We've got to stop fighting amongst ourselves, we've got to let our communities know that great attractions are on the way and that every theatre is equipped with the most modern means of projection to enchant their audiences. Let's organize into one big harmonious industry organization. We've got the brains and finances, the imagination and the manpower to whip any temporary problems and pave the way for the greatest prosperity this industry has ever known."

Ed Thorne today was elected president of Theatre Owners of Oklahoma.

Other officers named are: Ralph Drewry, vice-president; Ray Hughes, secretary-treasurer, and Mrs. Zella Geck, assistant secretary-treasurer. Mrs. Geck and Drewry were the only officers reelected. The posts of chairman of the board of directors and second vice-president were eliminated.

M-G-M's 1955 M
THEATRE CELE



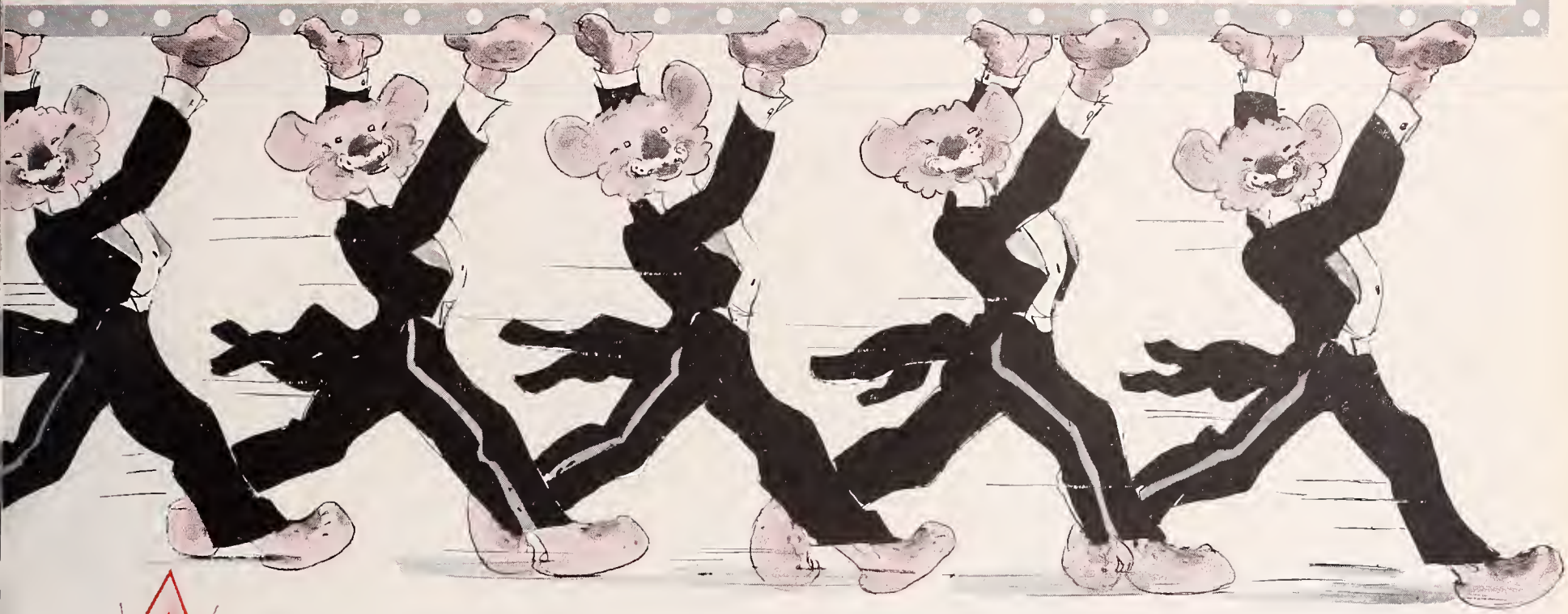
IN STEP WITH THE FORWARD MARCH OF OUR INDUSTRY!

FORWARD IN '55! M-G-M announces a great nationwide event that will bring business to your box-office and prestige to your theatre.

For the first time a huge industry-promotion is dedicated to the glorification of the motion picture theatre and its place in the community. Capitalize on M-G-M's far-reaching publicity and advertising campaign that emphasizes the slogan: "THERE'S MORE FUN AT THE MOVIES." Join in with your own gala local Celebration. Many fine M-G-M entertainments (*some listed on next page*) are available, with FREE showmanship-accessories to ballyhoo them! This Celebration is a salute to *you,* Mr. Exhibitor, and a wonderful way to start the New Year rolling to bigger profits in '55.

OTION PICTURE
BRATION !

"THERE'S MORE FUN AT THE MOVIES"



AMONG THE BIG ONES FOR THE CELEBRATION!

JANUARY
"BAD DAY AT BLACK ROCK"
(*CinemaScope—Color*)
starring Spencer Tracy • Robert Ryan • co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine Lee Marvin • Russell Collins

JANUARY
"GREEN FIRE" (*CinemaScope—Color*)
starring Stewart Granger • Grace Kelly • Paul Douglas • co-starring John Ericson • with Murvyn Vye

FEBRUARY
"MANY RIVERS TO CROSS"
(*CinemaScope—Color*)
starring Robert Taylor • Eleanor Parker with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

FEBRUARY
"JUPITER'S DARLING"
(*CinemaScope—Color*)
starring Esther Williams • Howard Keel Marge and Gower Champion • George Sanders with Richard Haydn • William Demarest

MARCH
"HIT THE DECK"
(*CinemaScope—Color*)
starring Jane Powell • Tony Martin • Debbie Reynolds • Walter Pidgeon • Vic Damone Gene Raymond • Ann Miller • Russ Tamblyn with Kay Armen • J. Carrol Naish • Richard Anderson • Jane Darwell

MARCH
"INTERRUPTED MELODY"
(*CinemaScope—Color*)
starring Glenn Ford • Eleanor Parker • with Roger Moore • Cecil Kellaway

APRIL
"THE GLASS SLIPPER" (*Color*)
starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester • Barry Jones

APRIL
"BEDEVILLED" (*CinemaScope—Color*)
starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac • Robert Christopher • Joseph Tomelty and Victor Francen

1955 — THE YEAR OF M-G-M's "THE PRODIGAL"

ASK YOUR M-G-M BRANCH! WATCH THE TRADE PRESS!

MGM Salute

(Continued from page 1)

now firmly established on the road to recovery of much of the patronage that has been lacking in the postwar years. We believe that the rate of recovery can be speeded by better product, which we are now getting, and by better selling of this product to the public."

In paying tribute to the theatre and the exhibitor as a vital part of motion picture progress Reagan said:

Expects Wide Participation

"We confidently expect that some 15,000 theatres will participate in this 'Forward In '55!' campaign. We feel we are basically right in saluting the theatre now that our industry is well launched into a new era. The artists who make our pictures — producers, directors, writers, actors, are working with wonderful new tools that the technicians have perfected for them. But none of these improvements—bigger screens, more realistic sound, more glowing color—could be employed to make better movies if the motion picture theatres were not equipped to bring these greater productions to their audiences. In short, the theatre is the place that makes great product possible.

"We know that the best place to see a motion picture is in a movie theatre and that the entertainment being provided in the movie theatre today is the finest in the world. So, we want to salute our exhibitor friends throughout the U. S. and Canada with this promotion campaign. Our plans focus on the local community and theatre, not on the glorification of Hollywood."

"We have scheduled nine releases to start off the New Year," said Reagan. "These include 'Green Fire,' 'Bad Day at Black Rock,' 'Hit the Deck,' 'Interrupted Melody,' 'The Glass Slipper,' 'Bedevilled,' 'Jupiter's Darling,' 'Many Rivers to Cross" and 'The Prodigal.'

Reagan explained that every medium of promotion will be used in the campaign. He said that Howard Dietz and Dan Terrell are at the studio this week, consulting with Dore Schary and Howard Strickling on the production of a short film to publicize the celebration to the public, and to solidify the East and West coast activities for the most effective results.

Si Seadler is at work, Reagan said, on a program of advertising for the trade press, magazines and newspapers. Emery Austin and the entire M-G-M field press staff will spearhead the "Celebration" in every exchange area. Oscar A. Doob will coordinate the campaign.

● Three Channel interlock projection
● 16mm, 17½mm & 35mm, tape interlock
● 16mm interlock projection
CUTTING & EDITING ROOMS AVAILABLE
MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N Y 19, N. Y. • JUdson 6-0367

Major Exhibitors in DCA

(Continued from page 1)

1,005 theatres and own 1,000,000 theatre seats, Schwartz pointed out. The list of stockholders which, according to Schwartz, represent about 90 per cent of those owning shares will be found elsewhere on this page.

The decision to increase DCA's capitalization, Schwartz explained, will be made at the company's first stockholders meeting, slated to be held here on Feb. 7. At that time, a board of directors will be elected, which, in turn, will elect officers, he added.

Beginning with "Hunters of the Deep," DCA contemplates the release of four or five pictures the first year, Schwartz said. Production and distribution plans for DCA total $12,000,000, he estimated, breaking down the figure in this fashion:

DCA has $1,000,000 invested with more expected as the first issue is increased; $3,000,000 is estimated from European co-producers; $4,000,000 in bank financing, with Schwartz adding that DCA has banking arrangements with Bankers Trust Co. and Chemical Bank and Trust Co.; $1,000,000 in deferments representing profit participation of stars, directors and other talent; $2,000,000 is expected to be reinvested by DCA from revenues, and an additional $1,000,000 equity interest represented by individuals or groups who have invested in particular pictures.

Asked if DCA would utilize the financing facilities to be offered by the newly-formed film finance company sponsored by Theatre Owners of America, Schwartz responded "very likely." Century Circuit, of which he remains as president, Schwartz continued, will purchase stock in the TOA-sponsored company. Century, which according to Schwartz remains in controlling interest of DCA, also has pledged itself in the Makelim plan and has cooperated with Filmakers, he added.

Charles Boasberg, general manager; Irving Wormser, general sales manager, and Century Circuit, Schwartz went on, own 40 per cent of the common stock with the remaining shares of common owned in proportionate ratios by preferred stockholders.

DCA's distribution fee for the U. S. and Canada, he continued, will be 25 per cent of film rentals. An announcement of DCA's distribution facilities, which will utilize independent regional distributors, will be made in two weeks, Schwartz added. DCA will not be confronted with the problem of foreign distribution until next fall, he continued, pointing out that for the first few pictures DCA is distributing only in the U. S. and Canada.

Few Pictures in Beginning

On long-range policy, Schwartz said the company plans to abide by the principle of handling a few pictures, estimating that it will take four years before DCA can successfully take on 10 or 12 pictures a year.

Regarding TV rights to DCA pictures, Schwartz said that in some instances "we have control and in others, where DCA has not direct control, the company's contract with the producer bars the playing of the film on TV for the duration of the contract which runs seven years."

The list of stockholders, broken down into sections of the country, includes the following:

Northeastern states: Sam Pinansky, American Theatres, Boston; Harold Eskin, Amusement Enterprises; Harry Brandt, Brandt Theatres; Leo Brecher; Schwartz, Century Theatres; F. C. Walker and J. J. O'Leary, Comerford-Publix Theatres; Jay Emanuel; Solomon M. Strausberg, Interboro Circuit; Arthur Lockwood, Lockwood and Gordon; Morry Miller, Charles H. Moses; Joseph Seider, Associated Prudential Theatres; Samuel Rinzler, Randforce Amusement Corp.; Walter Reade, Jr., Walter Reade Theatres; Herman Becker, Rugoff and Becker; J. Meyer Schine, Schine Circuit; Spyros S. Skouras, Jr., Skouras Theatres; Joseph Springer, Springer Theatres; Percival E. Furber, Trans-Lux Theatres.

South Atlantic states: Paul Engler, Carver Theatre Corp.; D. Irving Long, Fourth Ave. Amusement; M. A. Lightman, Malco Theatres; E. D. Martin, Martin Theatres of Florida; Morton G. Thalhimer, Neighborhood Theatres; Max Baum, Pekin Amusement; Arthur Steele, St. John Theatre Co.; Alfred Starr and Milton Starr, Bijou Amusement Co.; M. Wolfson, Wometco.

Central states: Harry Arthur; Myron Blank, Central States Theatres; Julius M. Gordon, Jefferson Amusement Co.; George Kerasotes, Kerasotes Theatres.

Western states: Joseph Rosenfield, Favorite Theatres; Will Conner, John Hamrick Theatres; and L. A. Starsmore, Westland Theatres.

Andrew Smith

(Continued from page 1)

USIA head, Theodore C. Streibert. The agency carries on the government's information program overseas.

Smith, who has headed the Motion Picture Service for just one year, will return to private business in the New York City area, according to the USIA announcement. A veteran of the film industry, he will remain available as a USIA consultant. Accepting Smith's resignation "with reluctance," Streibert praised him highly for organizing the film service when USIA was set up as an independent agency.

Shelton, who is 39, entered the film industry in 1942 and has been a producer and executive at Warner Brothers, Monogram and Eagle-Lion. He has been Smith's deputy for the past year.

Shelton's job of deputy chief will be taken over by Anthony Guarco, who has been serving as chief of the film branch's overseas operating division.

Dollinger

(Continued from page 1)

each exhibitor to thoroughly know his rights under the consent decree. Later there was an open-forum discussion on increasing admission prices for certain big pictures.

Questions from the floor as to the advisability of increasing prices on these pictures, which indicate to the public that the pictures at regular prices are not good, was answered by Dollinger, who said:

"The entire structure of admissions should be governed by the attraction of the picture itself. If you have a bad picture the public won't come anyhow and for a special feature they will pay the few cents increase. Find the minimum and maximum prices your theatre can stand and keep within them."

Abram F. Myers, general counsel of Allied States, in a meeting closed to the press, spoke on the toll television problems, warning of the threat of another competitor in the amusement field.

National Pre-Selling

Powerful art used for "Vera Cruz" campaign

SHOWN above, in reduced size, is an example ot the effective drawings in strong line treatment being used in the campaign for "Vera Cruz." United Artists has scheduled "Vera Cruz" national ads for December and January in: *Life, Look, American Weekly, Redbook, Seventeen, This Week*, and the *Metro* (Sunday Comics Supplement) group.

Tie-ups and Merchandising.

Joining in the coast-to-coast "Vera Cruz" campaign are: Winchester Firearms, Van Heusen Shirts, Berkray Corp., Duane Jewelry, Hollywood Bread, Honeybug Slippers, Cavalier Ties, Reliable Machine Works, Dreamstep Shoes, Tavi Products, Purofied Down Products and Chester Roth Hosiery. Theatre managers can arrange tie-ups with local outlets for those firms.

Winchester Firearms will run tie-in ads in "True," "Argosy," "Field and Stream," "Outdoor Life," "Sports Afield" and "Sports Illustrated." Berkray Corp., manufacturer of men's jackets, features Burt Lancaster in a full-page color ad in "Esquire," and is supplying stores with counter-cards and cooperative advertising mats.

Van Heusen Shirts tie-in features Cesar Romero who co-stars in "Vera Cruz," in a series of full-color ads in "Look," The New York Times magazine section and "Men's Apparel Arts." Duane Jewelry features Denise Darcel, who co-stars in "Vera Cruz," in a campaign that includes national magazine ads in Life and Vogue magazines, radio and television spot announcements, 14 x 16 counter-displays, easel-back displays, 50,000 four-page throw-aways and co-operative ads for local dealers. Honeybug Slippers also featuring Denise Darcel, is running national ads in "Movie Life," "Movie Star Parade," "Intimate Romances," "Personal Romances" and "TV Star Parade," as well as shipping a 15-foot display to key city stores.

●

"Woman's Home Companion" has recommended to its 12,000,000 women readers of the December issue "A Star Is Born," "Hansel and Gretel," "Beau Brummell" and "Bengal Brigade."

●

"Life" reviewed both Paramount's "The Country Girl" and U.A.'s "Romeo and Juliet" in the current issue. Both reviews are illustrated with photos taken on production sets.

WALTER HAAS

for Tomorrow's **Flexibility...**

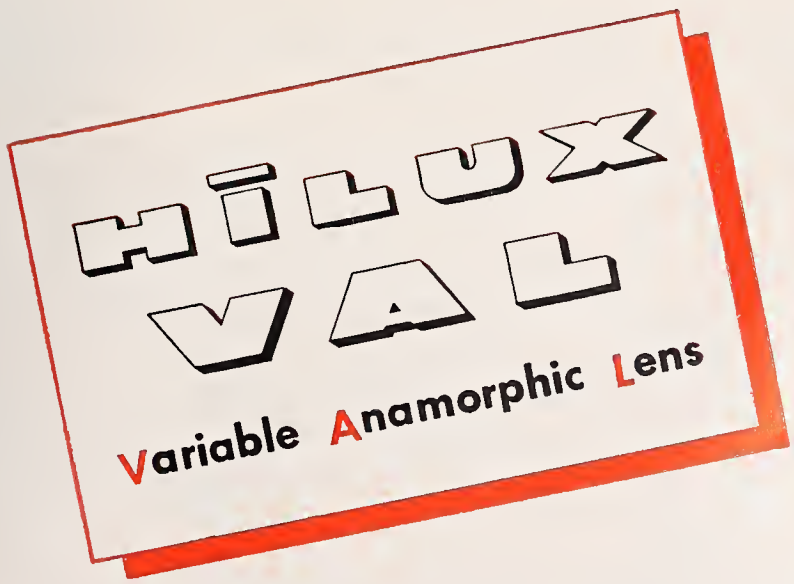
there is only One anamorphic...

the **HILUX-VAL**

Variable anamorphic lens

Interchangeable—the only lens to fit *both* 2 25/32" and 4" lenses . . . at the *same* Low price!

. . . plus the exclusive **Dual Knob** controls for *perfect* screen coverage



Price includes . . . support brackets, storage case, corrector lenses and cleaning brush . . . truly a *complete* package.

See Your Theatre Supply Dealer NOW

35 YEARS OF SKILLED OPTICAL CRAFTSMANSHIP

PROJECTION OPTICS CO.
Wherever Fine Optics are Important
330 Lyell Avenue Rochester 6, N. Y.

"What I really want is a 'steady' who'll take me to ALL the COMPANION-approved movies!"

Once a woman gets a bee in her bonnet about a movie the COMPANION has reviewed, nothing can keep her from it. And every month MILLIONS of readers get excited about COMPANION-approved movies!

These enthusiastic movie-goers have made their mark on theater owners who are very much aware of the benefits of COMPANION-approval. Results are felt where they count most — in the cash receipts!

So it's not surprising that Hollywood picture people have invested more of their money in the COMPANION over the past seven years than in any other monthly magazine!*

**Except, of course, the fan magazines.*

Currently advertised in the COMPANION

The Last Time I Saw Paris.....MGM

Deep In My Heart.....MGM

A Star Is Born.....Warner Bros.

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVE., NEW YORK 19, N. Y. — PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIER'S, THE AMERICAN MAGAZINE

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 110 NEW YORK, U. S. A., THURSDAY, DECEMBER 9, 1954 TEN CENTS

New Product

6 Independents To Produce 12 Films for RKO

Grainger Sees Company In Strongest Position

HOLLYWOOD, Dec. 8.—Six major independent producers will be filming a minimum of 12 top-budgeted pictures—all of them in color and wide-screen process—for distribution by RKO with the start of 1955, it was disclosed here today by J. R. Grainger, president of RKO.

In addition, with six films currently in release and a backlog of four completed and awaiting spring and summer release, the company is in the strongest, most mobile position it has been in since coming under the management of Howard Hughes, Grainger said.

Each of the following independent units has a schedule of major attractions ready to go before the cameras in color and wide screen process for RKO release: Edmund Grainger Productions, King Brothers Productions,

(*Continued on page* 3)

Martin Talks Film Backing

Special to THE DAILY

MEMPHIS, Dec. 8.—Financing of film production was the main topic here on the final day of the three-day session of the Theatre Owners of Arkansas, Tennessee and Mississippi.

E. D. Martin, president of Theatre Owners of America, explained the set-up of Exhibitors Film Financing Group, Inc., to finance films made by independent producers in order to increase the supply for theatres. He

(*Continued on page* 6)

Doubt Senate Action On SCTOA Charges

From THE DAILY Bureau

WASHINGTON, Dec. 8.—Chances are very slim now that the Senate Small Business Committee will take any action this year on the Southern California Theatre Owner Association's complaints against the distributors and the Justice Department.

The Senate has now completed its

(*Continued on page* 6)

Trial of Volk $576,000 Anti-Trust Action Against Majors Starts Today in Minn.

MINNEAPOLIS, Dec. 8.—Trial of a $576,000 triple-damage anti-trust action brought by William and Sidney Volk, operators of the Terrace Theatre, deluxe independent suburban 28-day house, against eight major film companies, Minnesota Amusement Co. and RKO theatres is scheduled to open here tomorrow before Judge Gunnar H. Nordbye in Federal District Court.

The action charges that the distributors and the two theatre circuits conspired to deprive the Terrace Theatre of a run "in keeping with the character, location and grossing potential" of the house.

Reelect Schenck UATC Board Head

Joseph M. Schenck was reelected chairman of the board of directors of United Artists Theatres Circuit at the company's reconvened stockholders meeting in Baltimore.

Others reelected to the board are George P. Skouras, Joseph M. Seider, Bertram S. Nayfack, Milton Shubert, Harry D. Buckley, Douglas M. Mof-

(*Continued on page* 6)

Minn. Booth Men File Strike Notice

Special to THE DAILY

MINNEAPOLIS, Dec. 8. — Strike notices against more than 40 circuit and independent theatres in Minneapolis were filed by Projectionists' Local No. 219, IATSE, with the Minnesota Labor Conciliator's office in St. Paul yesterday.

The notices were filed against Min-

(*Continued on page* 6)

Brewer to Station At AA N.Y. Office

Upon assumption of full control, Roy Brewer, of branch operations for Allied Artists, will shift his headquarters from Hollywood to New York sometime in January, the former candidate for the IATSE presidency announced here yesterday.

Brewer, concerned only with his present position and not with his

(*Continued on page* 6)

Sees Mexico Industry Bolstered by Cimex

From THE DAILY Bureau

HOLLYWOOD, Dec. 8. — Alfonso Pulido Islas, heading the recently formed Cimex, which comprises 55 of Mexico's 90 producers, today told the press that this pooling of resources, which was started last May, has brought Mexican production to a point in quality that Cimex feels warrants

(*Continued on page* 6)

Goldenson Optimistic

Predicts Profitable '55; 1st Quarter Specially Good

By MURRAY HOROWITZ

A forecast of good business for the new year, especially in the first quarter of 1955, was made here yesterday by Leonard Goldenson, president of American Broadcasting-Paramount Theatres. Beginning at Christmas, Goldenson said, there is a "tremendous number of good pictures coming into the market." He declined to make a detailed prediction for the second and third quarter, explaining the product line-up for the periods are not clear.

L. Goldenson

Expressions of confidence in the future and the vitality of the motion picture business, however, were constant in Goldenson's appraisal of the outlook for 1955.

Regarding industry problems, the AB-PT president felt that there is a "crowding" of good product around holidays. He also acknowledged that there will be a "lot less pictures" in 1955. True, he said, there now are longer runs for pictures, but, he went on, the picture shortage is most keenly felt by subsequent runs and smaller houses, a situation which evidenced his sympathy.

The proper use of television

(*Continued on page* 6)

Meets Today

Anti-Toll TV Committee to Advance Plans

Compo Aid Appears Out; Weigh Financing Means

Members of the exhibitors' joint emergency committee on subscription television will meet here today to advance their campaign of opposition and to explore financing plans for committee activities.

The committee will press its planning as rapidly as possible on the theory that the Federal Communications Commission may call for briefs on the toll TV question or set a date for hearing early in the New Year.

Indications are that all chances of the Council of Motion Picture Organizations conducting or engaging in the campaign have been eliminated. Counsel for some of the member organizations of COMPO fear possible anti-trust involvements in such a move, while others feel that such a role is outside COMPO's orbit or would be barred by the COMPO requirement that it must have the unanimous approval of its members in

(*Continued on page* 3)

Compo to Set Poll Details

Final details of the national audience poll recently authorized by the executive committee of the Council of Motion Picture Organizations will be worked out at a meeting over the week-end of the committee that drew up plans for the poll last summer.

The committee will meet at the Sheraton Astor, and those attending the sessions will be Mrs. Alice N. Gorham of the United Paramount Theatres of Detroit, committee chair-

(*Continued on page* 6)

'This Is Your Army' Bows in D.C. Tonight

WASHINGTON, Dec. 8.—The Army Chief of Staff, General Matthew B. Ridgway, will head the guest list at the Washington premiere of "This Is Your Army" at the Metropolitan Theatre tomorrow night.

Assistant Secretary of Defense Fred

(*Continued on page* 6)

Personal Mention

SAM NATHANSON, president of Gibraltar Motion Picture Distributors of Hollywood, has arrived in New York from the Coast.

•

LEONARD HIRSCH, home office assistant to RUDY BERGER, M-G-M Southern sales manager, has left here for Jacksonville and Charlotte.

•

A. J. BRONSTEIN, president of the Meadow Drive-in Theatre Corp., Hartford, has returned there from Los Angeles.

•

J. CUEVAS, manager of the Westrex Company, Brazil, has returned to Rio de Janeiro from New York.

•

KAY HARRISON of Technicolor, Ltd., is scheduled to arrive here Saturday from London via B.O.A.C. Monarch.

•

VICTOR SAVILLE, producer-director, has returned to Hollywood from New York.

•

GARY COOPER will leave here today for New Orleans, Houston and Ft. Worth.

•

WILLIAM K. HOLLANDER, publicity director of Balaban & Katz, has returned to Chicago from Europe.

•

E. Z. WALTERS, Altec Service Corp. comptroller, is in New York from the Coast.

Mass. 'Trust' Action Settled by Agreement

Special to THE DAILY

BOSTON, Dec. 8.—In the case of the Victoria Amusement Co. of Lawrence, Mass., which has been on trial for two weeks in Federal Court here, the jury was dismissed this noon and the case was settled for an undisclosed amount.

The anti-trust suit was brought by Samuel Richmond, who operated the State Theatre, Lawrence, against the major exchanges and certain adjacent theatres. The complaint alleged that prior to 1947 the defendants conspired to restrain trade, maintained a uniform system of runs, clearances and admission prices and other allegedly objectionable practices.

Powell-Pressburger Set 'Fledermaus'

LONDON, Dec. 8.—A CinemaScope version by Michael Powell and Emeric Pressburger of Johann Strauss's "Die Fledermaus" goes into production at Associated British Elstree Studios here on Jan. 3.

Michael Redgrave will have the role of Eisenstein, Ludmilla Tcherina that of Rosalinda and Anton Walbrook the part of "The Bat." Title of the film, which is set in the Vienna of today and will be in color, will be "Oh Rosalinda!!".

Carnival at Saranac For 'Chalice' Debut

Saranac Lake, the New York community that won the world premiere of Warner Brothers' "The Silver Chalice," announced plans for a gigantic winter carnival to greet the stars at the opening there on Dec. 17.

Saranac Lake plans to entertain the film celebrities with exhibitions of skiing, skating and tobogganing. Saranac Lake's 7,000 residents won the world premiere over more than 400 communities in a Christmas Seals contest sponsored by Radio-TV star Art Linkletter, in association with Warner Brothers and the National Tuberculosis Association.

$1,800,000 Trust Suit Filed in N.Y.

An anti-trust suit, asking damages of $1,800,000, was filed in New York Federal Court this week by the Solis Theatre Corp., operating the Vogue Theatre on E. Tremont St. here. Defendants named were eight major companies, Skouras Theatres, Metropolitan Playhouses, National Theatres and American Broadcasting - Paramount Theatres.

Conspiracy to eliminate competition through alleged illegal clearances and runs were charged.

Book 'She Wolf'

Jules Levey's "The She Wolf," released by Republic, has been booked as the top feature over the RKO circuit here and the Stanley Warner houses in Pennsylvania.

Nash Motors to TV 'Show' Premiere

What is said to be the first commercially-sponsored telecast of a film premiere will take place on Dec. 16, when video audiences in the greater metropolitan area will view the Roxy opening of Irving Berlin's "There's No Business Like Show Business" over WPIX from 8 to 9 p.m., under the auspices of Nash Motors.

Negotiations for the telecast were concluded by Fred Thrower, vice-president and general manager of WPIX, and Charles Einfeld, vice-president of 20th Century-Fox.

Leaders Invited to 'Country Girl' Bow

New York's civic and religious leaders have been invited to the United States Olympic Fund world premiere of Paramount's "The Country Girl" set for Wednesday evening at the Criterion Theatre.

Among those who have received invitations to the gala opening are: Governor Thomas E. Dewey, Governor-elect Averell Harriman, Mayor Robert Wagner, Cardinal Spellman, Rabbi Julius Mark, Bishop Fulton Sheen and Dr. Norman Vincent Peale.

As previously reported, invitations also have been sent to President Eisenhower, Secretary of State John Foster Dulles and Secretary of Defense Charles E. Wilson in their capacities as honorary president, and vice-presidents, respectively, of the United States Olympic Association.

The 9th annual edition of

the WORLD MARKET section

—*the most important since this valuable international feature was originated by the Herald*—

will be published

in this week's issue of

MOTION PICTURE HERALD

The entire industry benefits from international trade expansion!

Schimel Completes Amusement Industry FJP Affair Plans

Adolph Schimel, chairman of the amusement industry division of the Federation of Jewish Philanthropies, has announced the completion of the division's plans for its annual "Mark of Achievement" award luncheon, scheduled for Jan. 13 at the Hotel Sheraton Astor.

Adolph Schimel

The awards, given annually to outstanding figures in the entertainment world, go to those people "whose talent and genius have brought happiness to countless millions." Among those who received the award last year were Edward R. Murrow, Eddie Fisher and Bishop Fulton J. Sheen.

Spyros Skouras 'Gifts' Chairman

Spyros Skouras is the division's special gifts chairman. The chairman of the exhibitors committee is Harold J. Rinzler. Sam Jeffee is the laboratories chairman, while Charles B. Moss is chairman of the vendors committee.

The film exchanges chairman is Abe Dickstein. Walt Framer is chairman of the broadcasting and television group. Irving Caesar, Mitchell Miller and Carl Haverlin are co-chairmen of the recording companies and music publishers committee. The actors and agents group is headed by Nat Lefkowitz. Oscar Hammerstein, II, chairs the legitimate theatre committee. The ticket brokers group is led by Morris Jacobs.

Twelve on Executive Committee

The division's executive committee is made up of Barney Balaban, Robert S. Benjamin, Charles Boasberg, Harry Brandt, Jack Cohn, George F. Dembow, Simon H. Fabian, Leopold Friedman, Emanuel Frisch, William J. German, Leon Goldberg and Irving Greenfield.

Also, Malcolm Kingsberg, Al Lichtman, Arthur M. Loew, Charles C. Moskowitz, Milton R. Rackmil, Herman Robbins, Samuel Rosen, Abe Schneider, Samuel Schneider, Fred J. Schwartz, Sol A. Schwartz, Murray Silverstone, Nathan D. Spingold, Major Albert Warner.

Role of Films Lauded By Chinese Diplomat

HOLLYWOOD, Dec. 8. — Dr. George K. C. Yeh, Minister of Foreign Affairs for the Chinese Republic on Formosa, speaking at a luncheon in his honor given by the association of Motion Picture Producers at the Paramount studio, said in part:

"Of all media of art, the motion picture will eventually go much further than any other, because it includes all others. It must at some time bring all the nations of the world together."

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Review

'This Is Your Army'

[*COMPO-Sponsored Documentary*]

A very interesting 54-minute documentary in color by Technicolor is offered in "This Is Your Army," the film sponsored by the Council of Motion Picture Organizations and produced in cooperation with the U. S. Army.

The film, which takes in the various branches of the Army, also opens the global activities of that branch of the services. Patrons seeing it should be awed by its might, in addition to gaining insight into the tasks and roles assigned to their sons or neighbor's children.

Although weapons receive the main play, including guided missiles and the atomic cannon, time also is devoted to such topics as mail call, recreational facilities and spiritual needs. Some of the most exciting footage is devoted to the activities of paratroopers. That now familiar "mushroom" cloud following an atomic explosion remains most awesome.

Available Dec. 13

Produced by Movietone News for the Department of the Army, the feature-length documentary will be available for national release on Dec. 13. Distribution is being handled by the majors and Republic, with each distribution company handling the picture in particular cities.

The film rental to theatres was announced as nominal in this non-profit venture, with any money left over going into the Army Relief Fund after 15 per cent of the surplus is turned over to the U. S. Treasury.

Credit as producer goes to Edmund Reek and associate producer John J. Gordon. Fox Movietone cameramen were assisted by Army Signal Corps camera teams.

MURRAY HOROWITZ

13 Novels in 'U' Program of 30

HOLLYWOOD, Dec. 8.—Thirteen "best-selling" novels will be included in the production program planned by Universal-International for 1955, it was revealed yesterday by Edward Muhl, vice-president in charge of production, at the company's sales conference now in progress at the studio.

Speaking to the visiting sales executives, Muhl also stressed the fact that a "potent" list of star names will head the casts of U-I's important 1955 productions. A number of box office stars already have been signed, he said. In order to attract others of the same stature, the studio plans to continue its policy of making a certain number of percentage deals such as those which in the past have proven mutually advantageous to both the company and such stars as James Stewart, Tyrone Power, Gregory Peck and Alan Ladd, Muhl stated. A minimum of 30 high budget features will be put before the cameras during the coming year, he added.

ITOO Board to Meet

COLUMBUS, O., Dec. 8.—Members of the board of directors of the Independent Theatre Owners of Ohio will meet here next Tuesday. Members are invited to sit in on the meeting as observers.

PREMINGER SAYS INDIA PRODUCERS COPYING AMERICAN TECHNIQUES

By LESTER DINOFF

Indian motion picture producers are rapidly incorporating United States and English production techniques in producing pictures, Otto Preminger, producer-director of 20th Century-Fox's CinemaScope production of "Carmen Jones," said here yesterday upon his return from India.

Preminger, who conferred with Prime Minister Nehru and members of Mahatma Ghandi's family while in India in order to prepare a screen treatment of Ghandi's life and the liberation of that country, stated that "Indian film producers are copying Western ideas by promoting and advertising films with 24-sheets while a picture is still in production."

The industry is split into two factions, Preminger said. One segment produces films solely for Indians and the other copies U. S. productions for the local market, he said. "The latter group films an American production such as 'The Hunchback of Notre Dame,' and 'Samson and Delilah' scene by scene using Indian actors speaking in Hindustan," Preminger said.

Since there now are no copyright laws in India, these producers are learning much about U. S. and English production, he said.

Planning to go to Hollywood early next week for conferences with 20th Century-Fox officials, Preminger revealed that a writer will shortly be sent to India to prepare a script so that he can begin filming the Ghandi story in a wide screen medium in about a year from now. Preminger has one more film to produce for 20th-Fox under his present contract with the company.

Throughout India, there presently is a friendly feeling and hope for the future, the producer-director said. "Wherever I went and with all the people to whom I have spoken, a film about Ghandi would be warmly welcomed," Preminger said. "However, this picture will not be a biographical one, but it will tell about Ghandi's ideas and the liberation of the country," he said. The film maker said that the picture will be produced on an independent basis.

Preminger is currently having a writer and director, F. Hugh Herbert, adapt the Italian play, "The Vintage Years," for the Broadway stage.

RKO

(*Continued from page* 1)

Benedict Bogeaus Productions, David Butler Productions, Nat Holt Productions and Sol Lesser Productions.

Edmund Grainger has two deluxe pictures ready for filming in Technicolor and SuperScope: "The Treasure of Pancho Villa," to be made in Northern Mexico, and a picturization of James Street's, "Oh Promised Land."

Just completed by Bogeaus for RKO release is "Escape to Burma," while a second top-budget picture goes before the cameras in February.

First of three to be produced and directed by David Butler, "Miracle at Santa Anita," starts in January.

In February King Brothers start their "The Boy and the Bull," to be filmed in color and CinemaScope entirely in Spain, locale of the story. In June, cameras roll in England on "The Two-Headed Spy."

Nat Holt Productions has just completed "Seven Bad Men" (tentative title), filmed in Technicolor and SuperScope, while a second production, as yet untitled, is slated to start within six weeks.

Already completed by Sol Lesser Productions is "Tarzan's Hidden Treasure," to be followed within the next few weeks by another Lesser film.

Plan Feb. Bow for 2nd Cinerama Film

The second feature length film produced in the Cinerama process, "Cinerama Holiday," will open in New York at the end of January or in early February, according to Lowell Thomas, president.

The Stanley Warner Corp. plans to launch the picture at the Warner Theatre here at the latest by early February and will follow up with staggered openings in four or five U.S. cities shortly thereafter, Thomas said.

Anti-Toll TV

(*Continued from page* 1)

order to engage in a project. It is felt by some that in this instance unanimous approval would be lacking.

Trueman T. Rembusch, co-chairman of the joint defense committee with Alfred Starr, is here for today's meeting. It was uncertain yesterday whether Starr would be able to attend and arrangements had been made for Herman Levy, general counsel of Theatre Owners of America, to represent him. Officials of other exhibitor organizations and theatre operations will be on hand.

Plans for financing the committee's activities, which also received a setback when it became evident that COMPO's participation was unlikely, may center now on a system of exhibitor contributions or assessments raised through regional exhibitor organizations.

Will Reach Many Groups

The committee is preparing arguments for use both in briefs to be submitted to the F. C. C. and in informational brochure to be distributed to exhibitors throughout the country for use in a grass roots campaign to include legislators, newspapers and other publications, business men whose establishments depend upon or derive benefits from theatre patronage, and many others.

Effects of subscription TV on such enterprises, as well as on theatres, monopolistic and discriminatory aspects of the innovation, along with its utilization of the free air for private, commercial purposes, are expected to be stressed in the committee's campaign arguments.

'Sunderin' Dec. 23

"Sunderin," a new English-narrated film made in Germany, starring Hildegarde Neff, will have its New York premiere on Dec. 23, at the World Theatre.

People

Leo Jones, Upper Sandusky, O., theatre owner, has been appointed Variety Club territorial membership representative there, in an effort by the Cleveland club to extend its active membership to a greater area.

¤

Robert F. Kaufmann, former Connecticut exploitation representative for 20th Century-Fox and more recently employed in the promotion department of CBS in Los Angeles, has joined the Thor Corp., Chicago home appliance manufacturers, as director of public relations and sales promotion.

¤

Jean DuBarry of the Art Theatre, Springfield, Mass., has been relief manager at the Stanley Warner Strand in Hartford during the illness of manager **Jack Sanson**, and **Carl Munday** has been named assistant manager of the theatre.

¤

Al Bloom, editor of "Greater Amusements," has been appointed vice-president and a member of the board of the Amusements Publishing Corp., Minneapolis. He will continue as editor of the trade paper and will be assigned additional managerial duties.

¤

Ray McNamara of the Allyn Theatre, Hartford, was elected a director of the newly-formed Asylum Street Merchants' Association there.

Para., WB, MPEA to Function in Austria

The association formed by Paramount International Films and Warner Brothers Pictures International to function in Austria was regarded here at Motion Picture Export Association headquarters as legalization of the joint distribution facilities maintained by the two companies in that country.

MPEA has been and will continue to function in Austria, it was pointed out, with MPEA's representative in Germany, stationed in Frankfurt, representing MPEA in the Austrian market.

Paramount International Films and Warner Brothers International filed papers recently in Washington with the Federal Trade Commission under the Webb-Pomerene Act, forming a new film export association to ship pictures to Austria. The Webb-Pomerene Act exempts from U. S. antitrust laws any association working entirely in the export field.

Goldsmith to Speak At NTFC Meeting

Dr. Alfred N. Goldsmith will be the principal speaker at the Dec. 16 meeting of the National Television Film Council meeting at the Hotel Delmonico, Mel Gold NTFC president, announced here yesterday.

Dr. Goldsmith, the so-called "Father of Television," will address the NTFC membership on "Centercasting," a device which automatically polls TV audiences for stations, indicating what programs are being listened to, the duration of the listening period, and the reactions of those who are listening.

ANOTHER BIG WARNER TV PROMOTI

DORIS DAY AND FRANK SI

Beginning December 13th through December 24th, "The Big Payoff," over the CBS-TV network, coast-to-coast for two consecutive weeks at 3:00 p.m. EST, Monday through Friday, is conducting a letter-writing contest for its millions of viewers, entitled "I STAY YOUNG AT HEART BY....."

RANDY MERRIMAN AND BESS MYERSON, stars of the Colgate-Palmolive TV Show, "THE BIG PAYOFF" displaying "Young at Heart" poster before CBS-TV cameras.

The contest ties in directly with the Christmas-New Year release of "YOUNG AT HEART," with important credit mentions each day.

The winner of the contest and husband (or wife) will receive a Bermuda trip as the first prize. The winner also will be brought to New York to appear on "The Big Payoff," with a chance to win a mink coat. In addition to the grand prize, there will be five runner-up prizes.

EVERY WEEK-DAY FOR 2 WEEKS OVER 79 TOP

City	Station
AMES, IA.	WOI-TV
ATLANTA, GA.	WAGA-TV
AUSTIN, TEXAS	KTBC-TV
BALTIMORE, MD.	WMAR-TV
BINGHAMTON, N.Y.	WNBF-TV
BIRMINGHAM, ALA.	WABT-TV
BOSTON, MASS.	WNAC-TV
BUFFALO, N.Y.	WBEN-TV
CEDAR RAPIDS, IA.	WMT-TV
CHAMPAIGN, ILL.	WCIA-TV
CHARLOTTE, N.C.	WBTV
CHARLESTON, W.VA.	WCHS-TV
CHICAGO, ILL.	WBBM-TV
CINCINNATI, OHIO	WKRC-TV
CLEVELAND, OHIO	WEWS
COLUMBUS, OHIO	WBNS-TV
DALLAS, TEXAS	KRLD-TV
DAYTON, OHIO	WHIO-TV
DENVER, COLO.	KLZ-TV
DETROIT, MICH.	WJBK-TV
FRESNO, CALIF.	KMJ-TV
GALVESTON, TEXAS	KGUL-TV
GREEN BAY, WISC.	WBAY-TV
GREENSBORO, N.C.	WFMY-TV
HUTCHINSON, KANS.	KTVH
INDIANAPOLIS, IND.	WFBM-TV
JACKSONVILLE, FLA.	WMBR-TV
JOHNSTOWN, PA.	WJAC-TV
KALAMAZOO, MICH.	WKZO-TV
KANSAS CITY, MO.	WHB-TV
KNOXVILLE, TENN.	WTSI
LANCASTER, PA.	WGA
LANSING, MICH.	WJIN
LOS ANGELES, CALIF.	K
LOUISVILLE, KY.	WHA
LYNCHBURG, VA.	WLV
MACON, GA.	WMA
MEMPHIS, TENN.	W
MIAMI, FLA.	W
MILWAUKEE, WISC.	WCA

IS UNDER WAY! IT'S FOR

TRA IN "YOUNG AT HEART"

AND HERE'S THE SPECIAL PAYOFF FOR THE MANAGERS OF THE 1st RUN THEATRES PLAYING "YOUNG AT HEART":

If any of the winners come from your town, you will automatically receive a duplicate prize. This means that it is possible for you also to win a free trip to Bermuda and a mink coat, or any of the runner-up prizes. Since your first-run theatre will be playing "YOUNG AT HEART," it will be to your interest to see that as many letters as possible come from your town.

A special free screen trailer has been sent to your theatre. It briefly explains the tie-up between "The Big Payoff" and this picture.

Full contest details are provided in the trailer.

The promotion department of "The Big Payoff" in New York is alerting all CBS stations which carry the show to cooperate locally with this contest. They are ready and eager to work out all mutually beneficial tie-ups. Cash in!

A NATION-WIDE PRE-RELEASE BUILD-UP TIMED TO PERFECTION FOR THE PERFECT XMAS-NEW YEAR'S ATTRACTION!

IN WARNERCOLOR ALSO STARRING

GIG YOUNG · ETHEL BARRYMORE · DOROTHY MALONE

WITH ROBERT KEITH · PRINT BY TECHNICOLOR

SCREEN PLAY BY JULIUS J. EPSTEIN AND LENORE COFFEE AN ARWIN PRODUCTION

PRODUCED BY HENRY BLANKE · DIRECTED BY GORDON DOUGLAS · PRESENTED BY WARNER BROS.

TATIONS WITH 40 MILLION PEOPLE WATCHING!

City	Station
EAPOLIS, MINN.	WCCO-TV
IVILLE, TENN.	WSIX-TV
HAVEN, CONN.	WNHC-TV
ORLEANS, LA.	WDSU-TV
YORK CITY, N.Y.	WCBS-TV
FOLK, VA.	WTAR-TV
AHOMA CITY, OKLA.	KWTV
HA, NEB.	KMTV
IA, ILL.	WEEK-TV
ADELPHIA, PA.	WCAU-TV
PHOENIX, ARIZ.	KPHO-TV
PINE BLUFF, ARK.	KATV
PITTSBURGH, PA.	WDTV
PORTLAND, ORE.	KOIN-TV
PROVIDENCE, R.I.	WJAR-TV
QUINCY, ILL.-HANNIBAL, MO.	KHQA-TV
READING, PA.	WHUM-TV
ROANOKE, VA.	WSLS-TV
ROCHESTER, N.Y.	WHEC-TV
ROCKFORD, ILL.	WREX-TV
ROCK ISLAND, ILL.	WHBF-TV
SALT LAKE CITY, UTAH	KSL-TV
SAN ANTONIO, TEXAS	KEYL
SAN DIEGO, CALIF.	KFMB-TV
SAN FRANCISCO, CALIF.	KPIX
SCHENECTADY, N.Y.	WRGB
SCRANTON, PA.	WGBI-TV
SOUTH BEND, IND.	WSBT
SPOKANE, WASH.	KXLY-TV
ST. LOUIS, MO.	KSD-TV
ST. PETERSBURG, FLA.	WSUN-TV
SYRACUSE, N.Y.	WHEN-TV
TACOMA, WASH.	KTTK-TV
TOLEDO, OHIO	WSPD-TV
TEXARKANA, ARK.-TEXAS	KCMC-TV
TULSA OKLA.	KOTV
UTICA, N. Y.	WKTV
WASHINGTON, D.C.	WTOP-TV
YOUNGSTOWN, OHIO	WKBN-TV

Nickelodeon to Be Dedicated in Phila. By MPA on Jan. 18

PHILADELPHIA, Dec. 8.—Stars, directors and producers of the motion picture industry will participate in the dedication of The Nickelodeon in Franklin Institute on Jan. 18, co-sponsored by the Institute and the Motion Picture Associates of Philadelphia.

The MPA also will hold a $25-a-plate dinner that evening in the Bellevue-Stratford Hotel, honoring pioneers of the Philadelphia industry. The MPA is composed of men employed in Philadelphia exchanges. Proceeds of the dinner will go to the Association's welfare committee, according to Sam Diamond, president of the group.

William Goldman is general chairman of the MPA dinner committee. He is also the donor of the Nickelodeon, which he plans as a "shrine to the movie industry."

Co-chairmen of the entertainment committee for the dinner will be Howard Minsky, division manager of Paramount, and Harold Seidenberg, of the Fox Theatre.

The Franklin Institute Nickelodeon will be a replica of the turn-of-the-century theatres. It will feature continuous showings of silent film classics. All proceeds of the Nickelodeon showings will go to the Franklin Institute.

A veteran showman, Goldman started in the industry in 1910 in St. Louis with an open-air nickelodeon. Today he is one of the nation's largest independent exhibitors. He is also a producer, as president of Gregory-Goldman Enterprises, and a distributor, as president of the Williams Company.

Brewer

(*Continued from page* 1)

former labor activities, is in New York to study exchange and branch operations before leaving over the weekend for Dallas enroute to Hollywood.

The AA executive said that before shifting his offices from the West Coast to New York, he will spend a few days at each of the AA exchanges and branches in the United States. He has been meeting here with company officials, exchange and branch managers to discuss expansion plans and forthcoming product.

'This Is Your Army'

(*Continued from page* 1)

A. Seaton and other Defense Department and Congressional leaders will also be on hand. Army searchlights will light the skies in front of the theatre, ceremonies saluting the armed forces will take place on the stage and the U.S. Army band will present a 30-minute concert prior to the showing of the film.

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Martin Talks Film Backing

(*Continued from page* 1)

said any exhibitor in the nation can subscribe to stock, whether or not he is a member of the TOA. This was the sixth convention at which he has talked on the subject.

So far, Martin said, it has been a selling job, and many things have to be done, especially at the Securities Exchange Commission, and after Jan. 1, a prospectus will be sent out.

"TOA is pleased at the prospect of an exhibitor-Distributor conference soon, to be sponsored by the distributors," Martin said. "TOA has always been in favor of attempting to solve industry problems around a conference table," he declared, and added:

"If the conference is to be successful, it must be approached by all participants with sincerity and willingness to sacrifice. The greater concession must come from the distribution representatives because they are in control of the current sellers' market and are in the position of being able to dictate terms and conditions of rental. Exhibitors are the victims of a 'take-it-or-leave-it' philosophy.

"I do not say that this market has been rigged by the distributors. What I do know is that the conditions exist, and that relief for thousands of exhibitors must be forthcoming quickly."

John H. Rowley, executive vice-president of Rowley United Theatres, Dallas, vice-president of the TOA for the Southwest area and vice-president of Exhibitors Financing Group, invited to the convention by president James Carbery, spoke in favor of financing films by exhibitors.

Mike Simons, New York, director of exhibitor relations for M-G-M, spoke of the huge campaign Metro will conduct in 1955, pointing up the importance of local theatres, with the slogan "There's More Fun at the Movies."

Compo Poll

(*Continued from page* 1)

man; Roy Kalver of Decatur, Ind.; Ralph Russell of Canton, O.; Paul Levi of the American Theatres Corp. of Boston; Frank H. Ricketson, Jr., and Paul Lyday of the Fox Inter-Mountain Theatres of Denver; Harry Mandel, chairman of the COMPO press relations committee, and Charles E. McCarthy of the COMPO staff.

Ricketson and Lyday will take the place of Senn Lawler, a member of the original committee who will be unable to attend because of pressure of new duties as a division manager of National Theatres. Emil Bernstecker of the Wilby-Kincey Theatres of Atlanta, another member of the original committee, also has sent word that he will be unable to attend.

Will Consider Three Points

Aspects of the poll to be decided upon by the committee are its date, the manner of counting the ballots and the time and nature of the announcement of the poll winners.

The poll, a COMPO spokesman said, is designed to give the public a chance to make its choice of the best picture released in 1954, the best male and female performances and the most promising young male and female players developed during the last year.

SCTOA Charges

(*Continued from page* 1)

special session and members have returned to their homes. Senator Schoeppel (R., Kans.), chairman of the Small Business Subcommittee which has been watching the film industry, will leave town this week. With the Senators dispersed, it's considered almost certain now there will be no further subcommittee investigations or hearings this year. Presumably Schoeppel will make some personal answer to the SCTOA letter, but that will be all.

Moreover, chances are that little will be done in this field until February or later, since it will take at least the month of January for the new Congress to organize under its new Democratic leadership, make committee assignments and work out plans for the year ahead.

Mexico Industry

(*Continued from page* 1)

its taking a frontal place in the world market.

After a brief stay in Los Angeles, which he said is the third largest user of Mexican films in the world, Pulido Islas will tour the United States, Europe and the Orient, setting up offices to promote the distribution and exhibition of Mexican pictures made available in dubbed or sub-caption form as well as bi-lingual.

The visitor revealed that Cimex is open to co-production proposals from all other nations, and is prepared to go as high as 80 per cent of the negative cost in financing films which Cimex considers top-calibre with respect to quality, commercial aspects and distributional advantages. He did not, however, make a direct pitch for American producers to utilize Mexican facilities, although this is often done on a satisfactory basis by many companies.

Co-production deals have been executed in France and Italy, he said.

Minn. Booth Men

(*Continued from page* 1)

nesota Amusement Company, operators of four loop and two neighborhood houses; RKO Theatres, operators of two loop first runs; and almost 40 independent neighborhood and suburban houses as well as two loop first run theatres. The strike, if effective, would close every theatre in the city with the exception of Cinerama.

Under the Minnesota labor law, the strike notices provide for a 10-day conciliation period so that if further negotiations fail, a walkout could be effective Dec. 17.

The state labor conciliators office announced today that it has set up three separate meetings for next week. Minnesota Amusement will negotiate on Monday, RKO on Wednesday and the independents on Thursday.

Independent theatres are currently operating without a union contract, the last three-year agreement having expired Nov. 30. Three-year contracts with Minnesota Amusement and RKO expire Dec. 12. Union demands for a new three-year agreement included salary increases totalling approximately 30 per cent over the three years, an extra week of vacation time and additional preparation time.

Goldenson

(*Continued from page* 1)

for the promotion of motion pictures, a constant theme of Goldenson's, also was explored by the AB-PT president. For some reason or other, Goldenson said, producers seem to be "pulling apart" in this area, giving that as the reason for the failure of the project of the American Broadcasting Co. and others to launch its TV promotion series for the industry. When TV is used properly in selling motion pictures, Goldenson predicted, "we'll have the greatest boom the motion picture industry has ever experienced."

He reiterated the need to corral the new audience growing up, now between the ages of five and 12.

The AB-PT president welcomed the advent of such organizations as Distributors Corp. of America and the Theatre Owners of America's sponsored film finance corporation. Due to the product scarcity, he held, these organizations, if properly handled, have a good chance of being successful.

Regarding the possibilities of AB-PT going into production, Goldenson said that if the shortage in pictures become such, that the best interests of theatres would be served by AB-PT taking such a step, "we would give serious consideration" to the move. He reiterated that AB-PT which, he said, is not barred by its consent decree from engaging in production, will continue to study the situation.

Reelect Schenck

(*Continued from page* 1)

fat, Milton C. Weisman, Raymond V. Wemple, A. H. Frisch and James M. Landis.

A meeting of the newly reelected board will be held in the near future when all officers are expected to be reelected.

Skouras Describes 'Scope UK Progress

LONDON, Dec. 8. — With some 1,400 British theatres to be equipped for CinemaScope by March of next year and orders for more pouring in daily, representative British film men yesterday hailed Spyros P. Skouras, president of 20th Century-Fox, as the man who has "revitalized world interest in motion pictures" through the introduction of CinemaScope.

The tribute was made at a luncheon held at the Savoy Hotel, in London, at which 120 leading producers, distributors, exhibitors, writers and politicians gathered to honor the American film leader, Kine Weekly, a British film trade paper, organized the salute.

Further news revealed at the luncheon included reports that 510 independent theatres would be equipped for CinemaScope by the end of 1954, and that 830 would be ready by March.

Skouras announced that he expected eight to 10 British films to be produced in CinemaScope, emphasizing that these would be completely British-made. He added that he expected six to eight films to be made on the European continent making a total of approximately 16 foreign productions in the new process for 1955.

Making the brave bulls beautiful

In black and white, scenes like this are no trick for skilled technicians. Basically, they're easy to take, easy to process.

In color, though—that's another story. Then each finished film is the sum total of individual color-component films, each color-balanced and superimposed. With Eastman, this means constant *sensitometric control* at both film manufacturing and processing levels.

To co-operate in all phases of production, processing and distribution, Kodak maintains the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.

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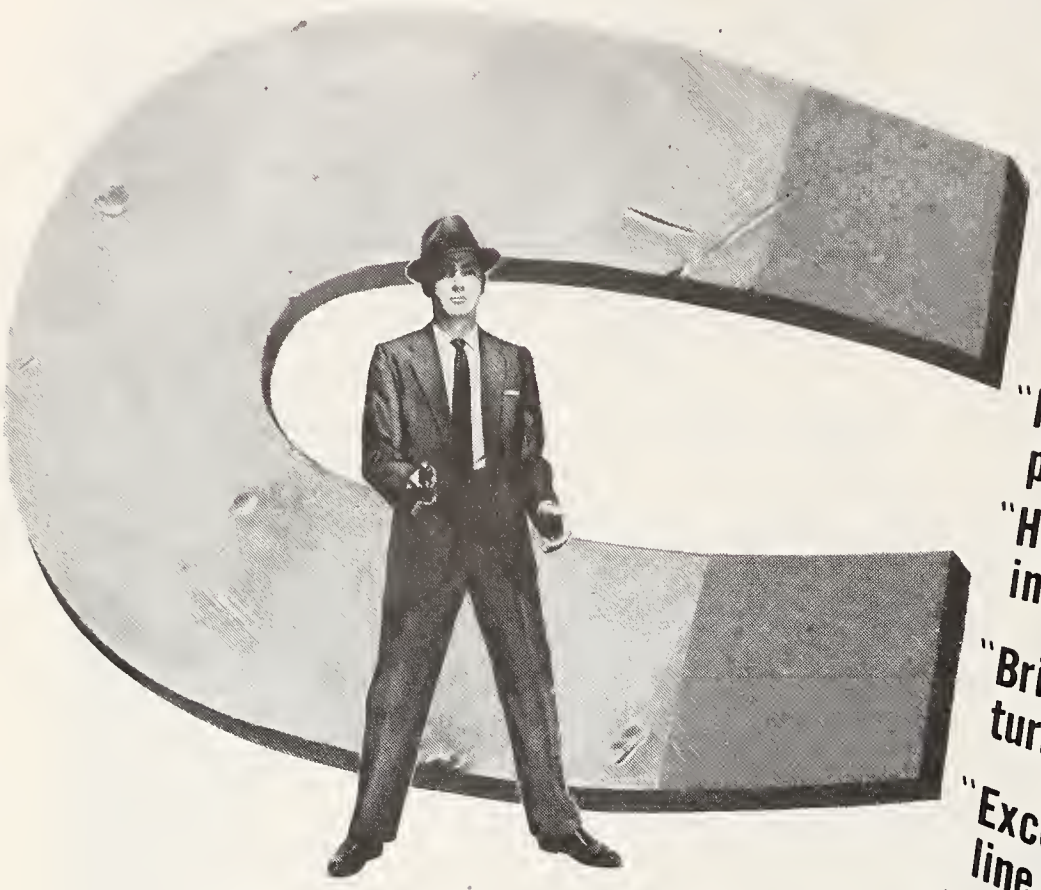
Talk about boxoffice pull...



"Sharp as a razor blade and just as hard!" BOXOFFICE

"A rock-solid, bullet-straight drama of the first order . . . figures to play a pleasant tune on theatre cash registers." MOTION PICTURE DAILY

"Keeps audience interest at high pitch." SHOWMEN'S TRADE REVIEW

"Hard-hitting performance . . . interesting off-beat story." HOLLYWOOD REPORTER

"Briskly paced drama . . . Stevens turns in a standout performance." FILM DAILY

"Excellent values right down the line." DAILY VARIETY

"Packed with suspense and action." MOTION PICTURE HERALD

"ALLIED ARTISTS'
CRY VENGEANCE HAS IT!"
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MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 111 NEW YORK, U. S. A., FRIDAY, DECEMBER 10, 1954 TEN CENTS

Toll-TV Seminar

Exhibitors May Have Stage Ally In TV Dispute

Stage Play Producers Wary About Phonevision

By LESTER DINOFF

Motion picture exhibitors fighting subscription television may have an unexpected ally in legitimate stage producers and theatre owners who expressed skepticism at a Zenith Radio Corp. seminar on Phonevision held here yesterday at Sardi's Restaurant at the invitation of the National Theatre Arts Council.

The legitimate stage producers and theatre owners met and discussed the merits of Phonevision and subscriber television generally with Zenith representatives Pieter Van Beek, executive assistant to the Zenith president, Ted Leitzell, public relations director for the company, and Dr. Millard Faught, economic consultant to Zenith.

Skeptical and showing little enthusiasm about Phonevision and its ability

(*Continued on page* 17)

EFFG Moves Step Forward on Stock

Theatre Owners of America's sponsored Exhibitors Film Financial Group, Inc., has moved a step forward in its plans to sell stock, it was disclosed here yesterday by Herman Levy, general counsel of TOA.

Levy announced that the necessary papers seeking permission of the Securities and Exchange Commission to market stock had been signed at an EFFG board of directors meeting, held in Memphis last Tuesday. Attending the meeting, Levy said, were EFFG directors Alfred Starr, E. D. Martin, and E. H. Rowley.

Grainger Praises RKO Sales Results

LOS ANGELES, Dec. 9. — Sales personnel attending the opening day of the first of RKO's four regional sales meetings were told here today by J. R. Grainger, president of RKO Radio Pictures, that he was "particularly happy with their enthusiasm and the results they have achieved during the year."

The two-day meeting opened this morning with a screening of Howard

(*Continued on page* 17)

Rep. Stock Spurts On TV Film Report

Sources close to Republic Pictures ascribed exceptional activity in the company's stock this week to new reports that more of the company's old film library will be sold to television. Official sources ridiculed another report that H. J. Yates, president, was negotiating for sale of his controlling stock interest.

Trading in Republic common on the New York Stock Exchange involved more than 90,000 shares in the past three days for a total gain of more than a point. Closing price yesterday was 6⅝, high for 1954.

'U' Drive Set For Feldman

HOLLYWOOD, Dec. 9.—Stressing the theme that "big" pictures are those which can make "big" profits, Universal Pictures will launch a 17 weeks "Charles J. Feldman annual drive" on Jan. 3, and continuing through April 30, it was announced by Alfred E. Daff, executive vice-president at today's sessions of the company's current week-long sales conference now being held at the Universal-International studios here.

Alfred Daff

The announcement of the Feldman

(*Continued on page* 17)

Exhibitors' Campaign

ASKS REJECTION OF TOLL TV BID

Retain Counsel to Prepare Petition to FCC Opposing Zenith's 'No Hearing' Request

By MURRAY HOROWITZ

The Federal Communications Commission will be asked to turn down the Zenith subscription television petition in a brief to be prepared for the joint committee on toll TV, it was announced here yesterday by Trueman T. Rembusch, co-chairman of the joint committee.

Rembusch's announcement was made following a two-day meet of the joint group which mapped a multi-pronged program to fight all toll TV systems, including Zenith's, which seeks to use the "free" airways.

The committee, Rembusch declared, "has no objection to toll TV if (it) will compete on the same basis as theatre TV, "using the same coaxial cable facilities as theatre TV utilizes." In this regard, Rembusch said he had no objection to the Telemeter test in Palm Springs, Calif., the experiment which did utilize coaxial cable facilities into individual homes.

The joint group does take strong exception, Rembusch continued, to toll TV seeking a "preferred economic position" through the use of the airways, putting theatres in an "economical untenable position."

Herman Levy, Theatre Owners of

(*Continued on page* 3)

Distributors In Arbitration Meeting Today

At a meeting to be conducted by Eric Johnston, president of the Motion Picture Association of America, the proposed industry arbitration system will be discussed here today by company presidents, sales managers and counsels. At a subsequent trade press conference, Johnston will report on the arbitration session and his Far Eastern trip from which he returned last night.

Eric Johnston

It is expected that the executives will study the

(*Continued on page* 17)

Schine Witnesses Out of Courtroom

Special to THE DAILY

BUFFALO, Dec. 9. — Federal Court trial of Schine Theatres, Inc., and associates, defendants on charges of criminal and civil contempt of court opened today before Judge John Knight. The charges are based on the defendants alleged failure to follow the courts' order of June 24, 1949, to divest certain theatres and make first-run films available to competitors.

At the outset, the judge ordered the

(*Continued on page* 17)

Paramount to Offer VV Product Short

HOLLYWOOD, Dec. 9. — "Paramount Presents VistaVision," a 20-minute product presentation, will be made available free to the nation's theatres early in January, A. W. Schwalberg, president of Paramount Film Distributing Corp., announced here today.

The featurette was filmed at the

(*Continued on page* 17)

Pre-Christmas Project

Merchants Reopen House As Shoppers' 'Baby Sitter'

Special to THE DAILY

OKLAHOMA CITY, Dec. 9.—The Oklahoma City Downtown Retailers Ass'n is paying a flat fee to the temporarily shut down Harber Theatre here to remain open from 10 A.M. to 8:30 P.M. from Dec 18 through 24 as a depository for infants whose mothers otherwise would have difficulty doing their Christmas shopping.

The theatre's full staff, augmented by special employes, will be retained for the week to care for the moppets and the reopened house. A continuous, two-hour program of Westerns, cartoons and other film fare suitable for juveniles, with a change every day to encourage "repeats," will be offered without charge, the cost to be absorbed in the flat fee paid by the mer-

(*Continued on page* 17)

Personal Mention

FRED MATTHEWS, president of Theatre Equipment Supply and Manufacturers Association and vice-president and general sales manager of Motiograph, Inc., has left here for Chicago.

•

ALFRED M. HITCHCOCK and MRS. HITCHCOCK will arrive in New York by plane today from Hollywood and will leave here Sunday for England via B.O.A.C. Monarch.

•

EDWARD L. HYMAN, vice-president of American Broadcasting Paramount Theatres, will leave here Sunday for Detroit, Rochester and Buffalo, returning here at the end of next week.

•

JOSEPH A. TENNEY, president of S.O.S. Cinema Supply Corp., and DOMINICK J. CAPANO, vice-president, have returned to New York from Montreal.

•

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, will return to New York over the weekend from Paris.

•

NORMAN MORAY, Warner Brothers general sales manager of short subjects, will arrive in New York over the weekend from the Coast.

•

MIKE SIMONS, M-G-M customer relations head, will return to New York today from Memphis.

•

MORI KRUSHEN, United Artists exploitation manager, is in Chicago from New York.

•

ERVIN J. CLUMB, manager of the Riverside Theatre, Milwaukee, has returned there from New York.

•

DON SHARP, of Douglas Fairbanks, Ltd., will leave here today for London via B.O.A.C.

•

SOL C. SIEGEL, producer, will leave Hollywood over the weekend for New York.

School Head Lauds 'Romeo and Juliet'

William Jansen, Superintendent of Schools of New York City, has hailed the Technicolor film version of Shakespeare's immortal love story, "Romeo and Juliet," as "perhaps the most beautifully picturesque film I have been privileged to see," it was announced yesterday.

Jansen praised as "powerful and deeply moving" the United Artists release which will have its premiere at the Sutton Theatre on Dec. 21, for the benefit of the March of Dimes fight against infantile paralysis.

Gladys George, 50

HOLLYWOOD, Dec. 9.—Gladys George, 50, motion picture and Broadway stage actress, was found dead at her home here yesterday. Funeral services are being arranged by the Motion Picture Relief Organization.

Asks High Court to Reject F & M Appeal

From THE DAILY Bureau

WASHINGTON, Dec. 9.—Victors in the lower courts, the defendants in an anti-trust suit brought against them by Fanchon & Marco asked the Supreme Court to reject an F & M appeal for high court review of the case.

The defendants are six of the eight major distributors—Paramount, Loew's, RKO, 20th Century-Fox, Universal and United Artists—and National Theatres and Fox West Coast Theatres. The F & M suit charged them with a conspiracy to deny first run films to F & M's Baldwin Theatre in suburban Los Angeles. The District Court and Circuit Court threw out the suit, but the theatre company appealed to the Supreme Court. The court will probably act on the appeal at its Jan. 10 session.

'No Conspiracy' Plea Bolstered

The distributors, National and Fox West Coast told the high court that the lower courts had been exactly right in finding that there was no conspiracy and that the distributor policies in licensing first run films had been based on sound business reasons. They denied F & M's charge that first run films were confined to theatres operated by subsidiaries or affiliates of the distributors, and cited many instances where first run films were licensed to independent exhibitors.

Honor Technicolor Veteran at Banquet

HOLLYWOOD, Dec. 9.—Seventeen employees of the Technicolor Motion Picture Corp. who have completed 25 years of service during 1954 will be honored at a banquet in Beverly Hills Hotel tomorrow.

All these employees, who joined Technicolor in 1929, will be presented with gold watches by Dr. Herbert T. Kalmus, president and general manager, in commemoration of the anniversary.

See Record Turnout At AMPA Party

A record crowd, including many out of town stars, is expected to attend the Associated Motion Picture Advertisers' 30th annual Christmas party on Dec. 21 at the Piccadilly Hotel here.

Martin Starr, veteran industry publicist and a former AMPA president, will be master of ceremonies. He will handle all introductions and present Christmas gifts to those attending the affair, Lige Brien, party chairman, announced.

Ray Gallagher, Charles Alicoate, Gordon White, Vivian Moses, Ray Gallo and Cy Eichman will handle dais guests and special events at the party.

Stay Halts Premiere Of 'Munchausen'

HOLLYWOOD, Dec. 9.—Federal Judge William C. Mathis today issued a temporary injunction preventing the opening tomorrow of the German-made "Munchausen" at the Tiboli Theatre, Santa Monica, for its first American exhibition.

The injunction, sought by Skelum, Inc., New York company headed by Sidney Kaufman, and who was joined in the complaint by Attorney General Brownell, set forth that the print to be shown here had been obtained illegally by persons, including Harry Popkin, Edward Finney and Mike Levinson.

Finney told MOTION PICTURE DAILY the defendants' position in the matter is legally clear and a counter-injunction will be sought.

Edward Schiller, 84

HARTFORD, Dec. 9.—Edward Leonard Schiller, 84, a Stamford, Conn., resident since 1942, is dead. He was a salesman for 30 years for the Trans Lux Movie Ticket Corp., New York, and was active until last week.

Senate Group Not To Reach Films in Delinquency Study

WASHINGTON, Dec. 9.—The Senate Judiciary Subcommittee studying juvenile delinquency has given up any thought it might have had of studying motion picture content this year, committee officials said.

There had been some speculation that the subcommittee, which has been studying the impact of comic books and radio and television programs on young people, might move on into the motion picture field. However, committee officials today pointed out that the subcommittee goes out of existence on Jan. 31, that deadline is not too far away now, and the lawmakers must hold some other hearings to which they had previously been committed and must prepare a final report by that date.

May Be Reconstituted

Accordingly, they said, it's now certain that this subcommittee won't hold motion picture hearings.

Some subcommittee members have urged that the subcommittee be reconstituted in the new Congress next year. If that happened, films might be an item on the new subcommittee's agenda, the officials declared.

Extra 35-cent Heller Dividend Declared

CHICAGO, Dec. 9.—Directors of Walter E. Heller & Co., active in film financing, increased the company's regular quarterly dividend rate on common stock from 30 to 35 cents a share with a declaration for the final 1954 quarter at the new rate, and in addition declared a year-end extra of 35 cents. The action brought the year's declared dividends to $1.60 a share, as against $1.45 declared in 1953.

The directors also declared the regular dividend of $1.37½ a share on the company's 5½ per cent cumulative preferred stock and $1 on the four per cent cumulative preferred stock.

All the dividends were declared yesterday and payable Jan. 3, to stockholders of record on Dec. 20.

Levine Bar Mitzvah

Laurence Edward Levine, son of Martin Levine, Brandt Theatres executive and grandson of William Brandt, will be Bar Mitzvahed at the Park Avenue Synagogue here tomorrow morning. A dinner reception will be held tomorrow evening at the Hotel Waldorf Astoria.

A. H. Blank Says Quality Of Pictures Tops Today

The over-all quality of pictures today tops the run of pictures over the past 44 years in the opinion of pioneer showman A. H. Blank, president of Tri-State Theatre Corp., an affiliate of American Broadcasting Paramount Theatres.

Blank, active and alert at the age of 77, was interviewed yesterday prior to his return to Des Moines.

Prefacing his remarks that he's been in exhibition since 1910, Blank said "there isn't any question" that the general run of pictures today is superior to any year he's been in the business. The veteran exhibitor, at the same time, said that certain of his situations felt the product pinch. All of his 22 theatres in the Midwest area, he continued, are equipped with large screens and stereophonic sound.

Expressing optimism about the future of the business, he credited CinemaScope with giving the business "a great lift." VistaVision also will be a big help, he continued, adding that he foresaw continued technical improvement.

Whatever the technique, Blank contended, its the "story, actors and producer" which makes or breaks the picture. The technique, he felt, is the pepper and salt of the motion picture meal.

As to business, Blank said that the Midwest had its worst year in 1951 when TV hit the area, but each successive year has been an improvement, adding that 1954 business has been good.

Blank said he plans to leave on a world cruise from New York on Jan. 21.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"DEEP IN MY HEART"
In Glorious COLOR starring
JOSE FERRER • MERLE OBERON • HELEN TRAUBEL
An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

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Louis Nizer Subject Of 'Esquire' Story

Louis Nizer of the industry law firm of Phillips, Nizer, Benjamin & Krim is included among the "four or five" rarest kinds of lawyers in the country, discussed in an article by Allen Churchill in the January issue of Esquire.

Louis Nizer

Churchill quotes Nizer as saying that there are two types of prominent attorney: the scholar and brief writer, the other, the skilled trial lawyer. "Rarely are these two types combined in one man, but when they are the combination is irresistible," Nizer is quoted as saying.

"One thing Nizer did not say," Churchill writes, "but which everyone else in the profession knows, is that these four or five rare attorneys would readily include in their select company Nizer himself."

Toll-TV

(*Continued from page* 1)

America general counsel, who along with other members of the joint committee attended the Rembusch press conference at TOA headquarters, announced that the Washington law firm of Cohn and Marks had been retained to prepare the FCC petition.

The petition, Levy continued, will ask the FCC to withhold any decision on Zenith's bid for relief without a hearing. In addition, Levy added, it will ask the FCC that when it does schedule hearings on the toll TV issue to grant the exhibitors group an opportunity to be heard. The petition, now in preparation, should be ready to be filed with the FCC in a week or ten days, Levy stated.

Also attending the press conference were William Namenson, representing the Independent Theatre Owners Association; Wilbur Snaper, of Allied States Association, and Phillip Harling, treasurer of the joint group and representing the Metropolitan Motion Picture Theatres Association of New York.

Sees TV Owners Duped

Namenson, in a prepared statement, declared "toll TV is against the interests of the public because it will foist on the public a charge for entertainment over the airwaves which they were assured they would enjoy upon the purchase of a television set. Also once one TV broadcasting company gets the right to charge for a program it then becomes a matter of time before all programs will be subject to charge."

Similar arguments against toll TV were used by Rembusch. Opening the press conference, Rembusch charged that Zenith in its FCC petition made "erroneous" claims, basing its arguments on what Zenith called the "success" of its Chicago tests when telephone facilities were utilized. Today, Rembusch went on, Zenith plans to use alternative methods, untried and untested.

The anti-toll TV program mapped by the two-day meeting of exhibitors, according to Levy, includes: the FCC petition, an educational program to the public to correct "misleading" toll TV claims, the raising of money to finance the joint committee's work and winning the cooperation of allied industry groups and others in the campaign.

To Meet Again Shortly

In response to a question, Levy said the method of financing and how much money is to be raised have not been decided upon yet. Rembusch, in response to another question, said the full joint committee will meet again soon after the first of the year.

The educational program may include newspaper advertising and even the use of theatre screens, Levy acknowledged.

MEET DISTRIBUTORS HALF WAY ON FLAT RENTALS, McGEE ASKS

SIOUX FALLS, S. D., Dec. 9.—Commenting on the announced willingness of some distributors to sell smaller theatres on a flat rental basis, Pat McGee said here today that "if we close our exhibitor ranks and try to meet these distributors half way and on a workable plan, we can get something accomplished quick enough to serve the purpose." Speaking at the convention of the South Dakota Exhibitors Association, the general manager of the Cooper Foundation Theatres of Denver cited 20th Century-Fox and M-G-M as having expressed a willingness to sell on a flat rental basis, and also Columbia and other companies although, he added, they "are not taking very rapid steps to put them into operation."

Quotes Producers

In regard to the apparent shortage of product, McGee asserted that the producers say that they are not solely responsible for making fewer pictures. "They say," he said, "that television and other factors cause them to lose money on the B pictures and forced them to be eliminated. They cite the lack of good story ideas, the lack of sufficient stars, the fact that only the big picture makes money, and that there isn't room for any other type. I don't doubt there exists a shortage of stars and good technicians. It was recently reported that a number of good story ideas were waiting until the right male star became available. In that very admission you must clearly see that no film company now in production has a continuing program for the development of new personalities. They wait for someone else to take the chance on the young personality in the hope that when he has been developed, they can borrow him when they have a suitable role. There are dozens of youngsters in California who could be developed into stars if producers would only make the effort."

McGee said that in the meanwhile, this policy of fewer but bigger pictures, with no willingness to risk featuring a young but capable player, "makes the producers themselves victims of the policy of which they have made exhibitors the victim." As the stars get older and retire, he continued, without suitable replacements being trained, the salaries of those who remain are naturally forced up by the spirited bidding for their services, in which the agents for the stars take full advantage. The higher the salaries, the less the stars want to work, McGee said, because of high income taxes, and "thus you see the result of the fewer but bigger picture policy, all of which raises costs which in turn force higher film rentals."

Yet, despite all this, McGee said, "we see a few newcomers rising to stardom. You see Grace Kelly, Tony Curtis, Rock Hudson, and others like them coming to the fore. Just think what would happen if a determined effort were made to develop new personalities, thus widening production possibilities."

This, he explained, gets back to that "lack of statesmanship" which he mentioned in Chicago. "I mentioned it in accusing the men who have made fortunes in this business but who still refuse to take the business risks without which they would never have made their fortunes in the first place," McGee stated. "It doesn't matter to them that the policy of bigger and better pictures is the underlying basic cause of the declining attendance at our box offices, even though some few pictures show to more people and gross more dollars than ever before in the history of our industry."

Warns of Decline in Gross

McGee said that if production shrinks so that only 250 features are available, "our national gross will decline from our present $1,200,000,000 annually to about $750,000,000," adding that if production is increased to about 350 features annually or slightly more, "our national gross will increase to almost $1,500,000,000 annually, and all this comes about because of the public's reliance on its opportunity to attend."

There must be enough product available for the public to make its selection so they can average 17 annual visits per capita. McGee said. This is a decision that the producers ought to make, relying on the full support of exhibition to do its utmost to sell every possible ticket, he concluded.

Leppert Seeks Crew For DPF Spain Film

HOLLYWOOD, Dec. 9.—George M. Leppert, president of the recently-formed Draw Poker Films of Texas, Inc., of Houston, is here for negotiations with cameramen and technicians for the production of the company's first picture, which will be filmed in Spain. The picture will be based on the novel "Accent Spain," a work of Ed Ainsworth, feature writer of the "Los Angeles Times."

Leppert will leave here on Dec. 27 for New York, where he will spend four days before leaving for Madrid.

Members of the DPF board of directors, in addition to Leppert, are: George Tessier, chairman; John T. Charbonnet, Oliver S. Livaudais, Bentley G. Byrnes, Max Tobias, William G. Zetzman and Jack Auslet, all of New Orleans.

McGee May Book TV Films for Kid Shows

SIOUX FALLS, S. D., Dec.9.—Pat McGee, general manager of the Cooper Foundation Theatres, told the South Dakota Exhibitors Association convention today that he was contemplating the booking of some television programs for Saturday kiddie shows because of the lack of suitable product. He mentioned the Mickey Rooney and "My Little Margie" TV programs as possibilities.

"Surely producers could make worthwhile kiddie programs on which they could at least break even," McGee said. "If they can be made for television, why can't they be made for this especial purpose?"

No Auxiliary Camera For MGM in Filming C'Scope in Future

From THE DAILY Bureau

HOLLYWOOD, Dec. 9.—M-G-M will dispense with auxiliary cameras on CinemaScope productions henceforth, and will rely on the Gottschalk micro-panatar laboratory equipment to derive from anamorphic prints all "flat" prints required for theatres not equipped for CinemaScope and using aspect ratios from 1.85-1 down to Academy proportions.

Until now, M-G-M has been filming CinemaScope productions with both anamorphic and standard cameras, so that exhibitors could be offered unhampered choice in film dimensions. However, following extended tests by the studio's Douglas Shearer, with the mirco-panatar system, first installed in the Technicolor laboratory and later in Columbia and Universal-International, M-G-M has decided all necessary prints of any aspect ratio can be taken from CinemaScope negatives.

Scribe, Hope in Deal For 3 Biographies

HOLLYWOOD, Dec. 9. — Bob Hope Enterprises and Scribe Productions, now associated in the filming of "Eddy Foy and the Seven Little Foys," today signed a new equal-partnership deal by which Scribe (Melville Shavelson and Jack Rose) will produce three biographies starring Hope in the next five years.

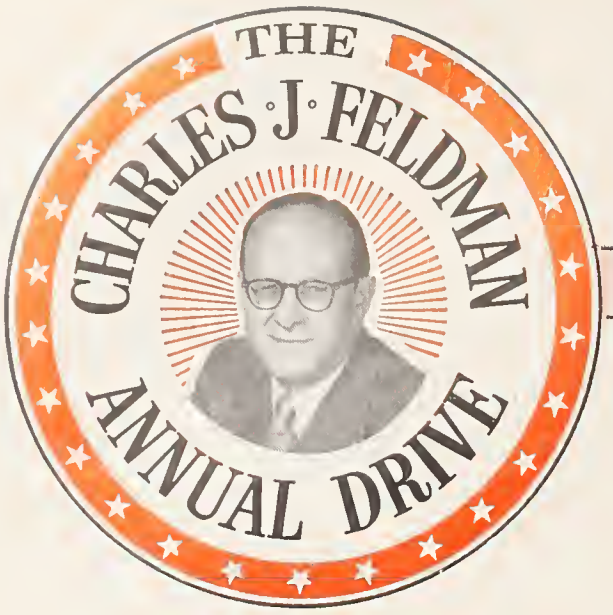
The first under the Scribe-Hope deal will be a biography of the late Mayor James Walker of New York.

Utah Theatre Burned

SALT LAKE CITY, Dec. 9.—Fire today completely razed the Ritz Theatre at Layton, Utah. Damage is estimated at between $75,000 and $90,000. The house is operated and owned by the Hawk Theatre Circuit of this city. No one was in building at the time of the fire.

Burrows Buys More AA

George D. Burrows, executive vice-president of Allied Artists Corp., purchased 24,750 shares of the company's common stock during October, according to figures reported to the Securities and Exchange Commission.



JANUARY 3RD...APRIL 30TH 1955

Universal-International

reaffirms its highly popular policy of delivering

ALL types of pictures...for

ALL types of theatres...for

ALL types of screens!

...and reaffirms its conviction from years of YOUR experience that BIG Pictures are those that can make BIG Profits!

For the **CHARLES J. FELDMAN ANNUAL DRIVE**

we have selected with Special Care a powerful program of pictures...

a *Golden* **"BAKER'S DOZEN"...**

with that Universal appeal...all of them Pre-Sold...all with "BUILT-IN" Exploitation values in the best box-office tradition of Universal's successful Showmanship.

We cordially invite Exhibitors everywhere to again profitably participate as in the past.

The wonderful story of Three sailors on leave...

Three girls in love

and Five little orphans

in trouble!

SO THIS IS PARIS

COLOR BY TECHNICOLOR

9 NEW HIT TUNES

STARRING **TONY CURTIS · GLORIA DeHAVEN**

GENE NELSON · CORINNE CALVET · PAUL GILBERT

with MARA CORDAY · "MISS UNIVERSE OF 1954" CHRISTIANE MARTEL · "MISS U.S.A. OF 1954" MYRNA HANSEN

Directed by RICHARD QUINE · Screenplay by CHARLES HOFFMAN · Produced by ALBERT J. COHEN

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE..JANUARY 3-APRIL 30, 1955

From the roaring, raucous, rowdy pages of the best-loved legend of the West!

"DESTRY"...the peace-loving stranger

AUDIE MURPHY

"BRANDY"...the dance hall entertainer

MARI BLANCHARD

"DECKER"... the crooked gambler

LYLE BETTGER

"MARTHA"...the trusting sweetheart

LORI NELSON

"BARNABY"... the bottle-loving sheriff

THOMAS MITCHELL

DESTRY

Suggested by MAX BRAND'S novel "DESTRY RIDES AGAIN"

PRINT BY *Technicolor*

with **EDGAR BUCHANAN • WALLACE FORD • MARY WICKES**

Directed by GEORGE MARSHALL • Screenplay by EDMUND H. NORTH and D. D. BEAUCHAMP • Produced by STANLEY RUBIN

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE..JANUARY 3-APRIL 30, 1955

The Star . . . The Director . . . The Producer who gave you "Winchester '73" "Bend of the River" and "The Glenn Miller Story" now bring you . . . all the savage passions of the Yukon Frontier in the days of the Klondike Gold Rush!

JAMES STEWART
RUTH ROMAN
CORINNE CALVET
WALTER BRENNAN

THE FAR COUNTRY

COLOR BY *Technicolor*

Produced by AARON ROSENBERG
Story and Screenplay by BORDEN CHASE
Directed by ANTHONY MANN

with
JOHN McINTYRE
JAY C. FLIPPEN

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE . . JANUARY 3-APRIL 30, 1955

He braved the savagery of Ute rebellion...
challenged the fury of the "Devil River"...
defied the bullets that branded him traitor!

SMOKE SIGNAL

starring

DANA ANDREWS
PIPER LAURIE

co-starring

REX REASON
WILLIAM TALLMAN

PRINT BY *Technicolor*

Actually filmed along the churning fury and boiling rapids of the Colorado River!

Directed by JERRY HOPPER · Story and Screenplay by GEORGE F. SLAVIN and GEORGE W. GEORGE · Produced by HOWARD CHRISTIE

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE..JANUARY 3-APRIL 30, 1955

from the **Collier's** magazine story based on **THE GREAT $2,500,000 BOSTON ROBBERY!**

THE STORY OF A COP, A CROOK, AND THE STRANGE BARGAIN THEY MADE!.....that is the unsolved secret behind the greatest armed robbery in the history of crime!

6 BRIDGES TO CROSS

starring

TONY CURTIS
JULIE ADAMS
GEORGE NADER

with

JAY C. FLIPPEN · SAL MINEO

Directed by JOSEPH PEVNEY · Screenplay by SIDNEY BOEHM · Produced by AARON ROSENBERG

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE..JANUARY 3-APRIL 30, 1955

CHIEF CRAZY HORSE

The great saga of the fighting leader of the Sioux and the story behind Custer's last stand!

PRINT BY Technicolor

Starring

VICTOR MATURE
SUZAN BALL
JOHN LUND

with

RAY DANTON · KEITH LARSEN · ROBERT WARWICK

CINEMASCOPE

Directed by GEORGE SHERMAN · Screenplay by FRANKLIN COEN and GERALD DRAYSON ADAMS · Co-Producer LEONARD GOLDSTEIN · Produced by WILLIAM ALLAND

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE.. JANUARY 3-APRIL 30, 1955

"a love-bargain is like barbed-wire . . . fight it and you'll get hurt!"

KIRK DOUGLAS

bringing a new kind of outdoor excitement

JEANNE CRAIN

CLAIRE TREVOR

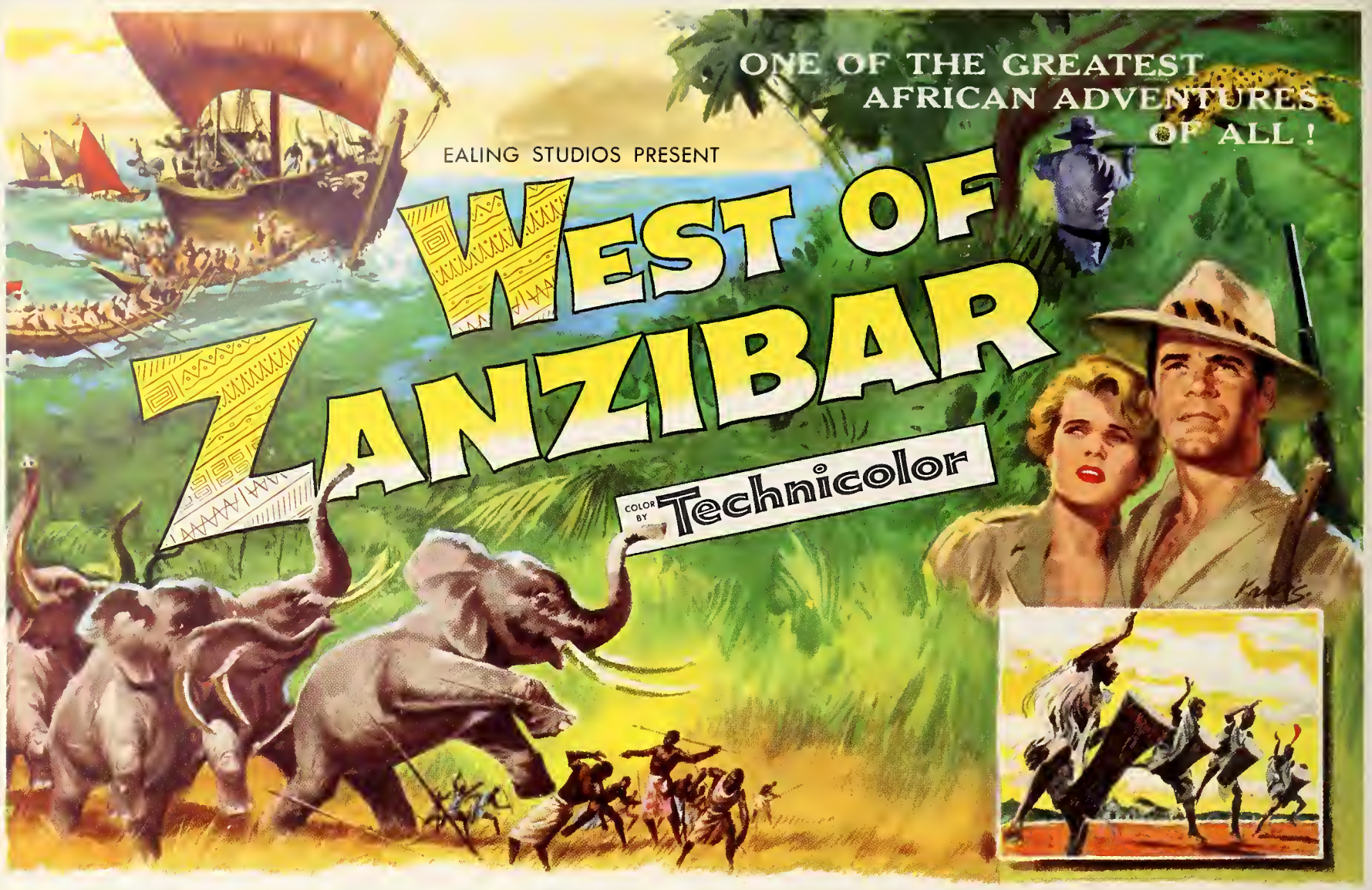
MAN WITHOUT A STAR

COLOR BY TECHNICOLOR

co-starring WILLIAM CAMPBELL with RICHARD BOONE · MARA CORDAY

Directed by KING VIDOR · Screenplay by BORDEN CHASE and D. D. BEAUCHAMP · Produced by AARON ROSENBERG

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE . . JANUARY 3-APRIL 30, 1955



starring **ANTHONY STEEL • SHEILA SIM**

with **NOEL PURCELL • LAYA RAKI • INIA TE WIATA**

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE..JANUARY 3-APRIL 30, 1955

THE GREATEST PARADE OF BOX OFFICE POWER IN UNIVERSAL HISTORY!

THE CHARLES J. FELDMAN ANNUAL DRIVE

Universal International

JANUARY 3RD...APRIL 30TH 1955

with NOEL PURCELL · LAIA KARI · INIA TE WIATA

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE..JANUARY 3-APRIL 30, 1955

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE... JANUARY 3-APRIL 30, 1955

THE BRILLIANT YOUNG STARS
OF "MAGNIFICENT OBSESSION"

bringing to life the violent passions and dramatic excitement of W. R. Burnett's great new novel!

CINEMASCOPE

CAPTAIN LIGHTFOOT
by
W.R. Burnett

ROCK HUDSON
BARBARA RUSH
JEFF MORROW

CAPTAIN LIGHTFOOT

PRINT BY Technicolor

with KATHLEEN RYAN · FINLEY CURRIE · DENIS O'DEA

Directed by DOUGLAS SIRK · Screenplay by W. R. BURNETT and OSCAR BRODNEY · Story and Adaptation by W. R. BURNETT · Produced by ROSS HUNTER

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE..JANUARY 3-APRIL 30, 1955

Strike Closes Albany House

ALBANY, Dec. 9. — The Grand Theatre here was closed this week when the boothmen supported, by failing to report for work, the stage workers' union in its dispute with lessee-proprietor Paul V. Wallen over the number of men to be employed, in back of the house. The projectionists had notified Wallen that unless the controversy was settled by noon, they would not come on the job.

The four men had passed single pickets stationed in front for eight days. However, their union, Projectionists Local No. 322, IATSE, voted by secret ballot Thursday to stand behind the stage hands, members of Local 14, IATSE, if Wallen did not payroll the long time number of two. He cut to one, in a shiftover that followed the retirement of Henry Harris at the Strand—after 52 years' service.

The stagehands had picketed the Grand during operating hours, claiming a "lockout." Wallen retorted with a sign that all union employees of the theatre were members in good standing of IATSE.

In voting to back up the stagehands, the projectionists' local further pledged that working members would share their shifts with the four Grand men. This meant a reduction in takehome pay, until the dispute was resolved.

Jack Kennedy AA Des Moines Mgr.

Jack Kennedy has been appointed Allied Artists' Des Moines branch manager, it was announced here by Morey R. Goldstein, general sales manager.

Kennedy was Des Moines branch manager for M-G-M until 1948, when he acquired a small circuit of theatres. Kennedy has since disposed of these properties and will now devote all his time to distribution.

Charles Elder, who was formerly acting branch manager, will take over the booker's position in the Des Moines branch.

'Six Bridges' World Premiere in Boston

Universal-International's "Six Bridges To Cross" based on the $2,500,000 Boston robbery and starring Tony Curtis, Julie Adams and George Nader, will have its world premiere at the RKO Memorial Theatre in Boston on Jan. 19 launching a series of openings throughout the New England territory as part of a saturation territorial release of the picture.

In addition to the national magazine advertising campaign on the picture which is blanketing for the first time the men's magazine field with 11 "male appeal" publications being utilized, U-I is developing a territorial saturation promotional campaign which will use television, radio, the newspapers and special exploitation and merchandise tie-ups.

'Cruz' for Christmas

United Artists' "Vera Cruz," the first picture to be released in the new Superscope widescreen process, will have its world premiere on Christmas Day at the Capitol Theatre here.

Exhibitors May Have Ally

(Continued from page 1)

to help the theatre instead of stealing its manpower, audiences and monetary returns, the stage producers and house owners were generally in accord about not producing plays, which are subject to minute censorship when broadcast, for "a one night stand" on subscriber television, thereby allowing a mass audience to see an opening night performance and eliminating any chance for long-run situations.

A question posed by producer-theatre owner John Shubert to Leitzell concerning the "one night stand" performance on pay-as-you-see-TV and its value to a house owner was answered with a hope that if enough product, films and legitimate stage presentations, were available, theatres wouldn't have to worry about the situation.

However, Leitzell asserted, at the present time Zenith is making no plans for any financial backing, co-production or production activities so that when Phonevision is in actual operation, there will be enough product for public entertainment. "Zenith is only concerned at present in getting Phonevision into the American home," Leitzell said.

Commenting on the proposed cost to television set owners, the Zenith representative said that "the cost of a Phonevision code descrambler should equal the cost of a small radio now being sold. Zenith, once permission is granted by the Federal Communications Commission, hopes to mass produce these decoders so that some 500,000 U.S. homes are equipped within a year."

Van Beek, along with Dr. Faught, insisted that product would be in abundanee once Phonevision is in operation, but the stage producers, many of whom seek outside financial support in order to stage a play or musical, were concerned about obtaining backing for plays to be performed only once. Faught, at this point, said that the financial return, in many instances, from a "one night stand" would be enormous, thereby allowing producers to more or less go into mass production of plays and films with profitable results.

Censorship a Factor

The problem of censorship entered the discussion and one producer stated that of the 30-odd plays and shows now on Broadway, only about two are suitable for broadcast under current FCC regulations. Also, he asked, who would select the plays and films to be presented over Phonevision when it is in operation? The Zenith representatives answered that "no system has been set up for program procurement but it is expected that the local TV station and sponsor would select the show."

According to Herman Levin, president of the League of New York Theatres and a well-known producer, Phonevision can be a stimulant to the theatres. "The potential return to the theatres, both in financial terms and in terms of increased interest in the theatre throughout the country, might result from permitting the televising of the first nights of certain productions on a home subscription basis," Levin said.

The producers at the Sardi's meeting were also shown a film which depicted the so-called "box-office in the home."

Grainger

(Continued from page 1)

Hughes' "Underwater!", which will be released in Superscope.

Following the screening, J. H. MacIntyre, Western division sales manager, presided over a discussion of selling plans for the film.

Pointing to the unique debut of the Hughes production on Jan. 10, underwater at Silver Springs, Fla., MacIntyre predicted that "this will be one of the most publicized films of recent years."

The Angeles meeting, which ends Saturday, will be followed by simultaneous meetings in New York and Chicago, with Grainger presiding at Chicago, Walter Branson in New York.

The Friday morning session will be devoted to a screening of "Americano" and in the afternoon sales plans will be discussed for that picture and "Underwater," which Grainger said will carry the biggest budget ever set for the advertising of any RKO picture.

Arbitration Meet

(Continued from page 1)

draft of a system which was prepared by Adolph Schimel, Universal general counsel, and Herman Levy, general counsel of the Theatre Owners of America, who were designated to draw up a tentative formula for the industry. No exhibitor representatives will attend today's meeting.

Schine Witnesses

(Continued from page 1)

courtroom cleared of witnesses in a response to a request from Joseph E. McDowell, government attorney, and joined by defense attorney Frank G. Raichle. In making the request McDowell said he feared "danger of recollections being altered if witnesses hear each other."

Innocent pleas were entered for the defendants, one of whom, Elmer F. Lux, president of Elmart Theatres, Inc., was excused from attendance. His attorney explained he is in Buffalo General Hospital.

Opening the government's case, McDowell said proof will be presented that the defendants have continued "the abusive and predatory practices found by the court and that failure to divest themselves of theatres" is the result of a "stubborn, continued determination to maintain control of theatre exhibitions in scores of towns."

Merchants Reopen

(Continued from page 1)

chants' organization to the theatre.

The Harber, a Cooper Foundation house, closed this week with the explanation that a shortage of first run product made it impossible to book the house properly for the next several weeks. The Warner Theatre here, a Stanley Warner operation, also closed last week with a similar explanation. It plans to reopen Dec. 22. The Harber will reopen Dec. 25.

'U' Drive

(Continued from page 1)

sales drive climaxed four days of meetings during which the U-1 executives reviewed production, distribution and promotion plans for 1955 which the company aims to make its fifth record-breaking year in a row, Daff said.

Thirteen pictures, most of which were screened for the sales and promotion executives, will be released during the four months of the Feldman drive period.

More than $36,000 will be distributed in prizes in the Feldman sales drive to the company's domestic division, district branch and office managers, salesmen and bookers for the best billing results achieved during the drive period. In addition to the over-all prize money, the branch managers will vie for a "man of the week" award in the form of a special gift from one of the company's top stars.

District Meetings to Follow

With the announcement of the Feldman sales drive, for the third year in a row named in honor of Universal's vice-president and gencral sales manager, the business sessions of the week-long sales conference concluded. The division sales managers, F. J. A. McCarthy, P. T. Dana and Foster M. Blake will leave Hollywood over the weekend to start a week of district sales meetings in San Francisco, St. Louis, Kansas City, Cincinnati, Chicago, Cleveland and Boston with their district managers, branch managers and salesmen participating. A promotion executive is scheduled to attend each of these seven meetings to outline promotional plans on the pictures to be released during the Feldman Drive.

Paramount

(Continued from page 1)

studio with many of the technical aspects of picture-making integrated into the production and will give motion picture audiences an "inside view" of Hollywood, never before seen on the screen, Schwalberg said.

Five hundred prints will be made of the featurette which will be handled through division managers and supported by an extensive advertising campaign. It was decided to give "Paramount Presents VistaVision" to the theatres following its approval when it was screened at the international promotion coordination meeting being held this week at the Paramount's studio.

The productions shown in the featurette are: Irving Berlin's "White Christmas," Alfred Hitchcock's "To Catch a Thief," "Strategic Air Command," "The Far Horizons," Hitchcock's "The Trouble with Harry," "The Seven Little Foys," Pine-Thomas' "Run For Cover," "We're No Angels," Pine-Thomas' "Lucy Gallant," and Hal Wallis' "Three Ring Circus."

Introduced by Y. Frank Freeman, who said "The Ten Commandments" is "needed by the world" and "will take its place in history," De Mille screened footage from the picture for the delegates. Describing the footage as "merely background against which the story of Moses will be told," he said, "the scale of production you have witnessed will be dwarfed by the theme and stature of the subject which symbolizes unity and the spirit of brotherhood."

Universal Slates 13 for 1955

Describing the forthcoming program of Universal Pictures in releasing, production and exploitation

MILTON RACKMIL
President, Universal Pictures

My goal in assuming the presidency of Universal Pictures Company in 1952, was to keep the company in the forefront of the motion picture industry and to continue to advance its successful destinies. The past two years have seen the fullest realization of these dual aims.

Several weeks ago, to further insure the success of these two objectives, my associates and myself took an important step. We acquired control of Decca Records through the purchase of a large block of the outstanding common stock. This means that the friendly management interests which have been at the helm of Decca since it acquired control of Universal, have consolidated their position and can go forward with the plans we have developed for Universal. —*M. R.*

N. J. BLUMBERG
Chairman, Universal Pictures

Now that the motion picture industry has once more settled down to expending its major efforts in producing films with the greatest possible box office potentials inherent in their story appeal, star and production values, following this past year's emphasis on size, shape and dimensions, Universal is aiming its sights at another record year.

It was no small accomplishment that during the past year of mechanical evolution in the motion picture industry, Universal's world-wide business soared to new heights, surpassing everything in company history.

Teamwork in Universal's world-wide family and with the world's exhibitors has been the keynote of the Universal success story and we aim to maintain this teamwork during 1955. —*N. J. B.*

ALFRED E. DAFF
Exec. Vice-President of Universal

The evolution of motion picture production during the past few years, marked by changing patterns in distribution and exhibition throughout the world, has manifested itself at Universal in four successful years.

We believe in all systems. We will produce in any system the exhibitor and public demand. We believe in all types of screens. But, basically, we believe in giving the public the best we can in subject matter, performance and production value because we believe the audience buys on the basis of these three vital factors.

With these fundamentals in mind we planned our 1954-55 program which, I firmly believe, includes a greater number of outstanding attractions than any single year in our history. —*A. E. D.*

EDWARD MUHL
Head of Universal Studio
who discusses product on page 19

CHARLES J. FELDMAN
General Sales Manager
who lists releases on this page

DAVID A. LIPTON
Director of Advertising
who outlines promotion on page 20

Pictures for Early Release

Universal-International will release during the first four months of 1955 one of the most powerful groups of important film productions in its history, dealing with a wide variety of themes and pre-sold by record merchandising campaigns to create the greatest possible box-office potential, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager.

The releasing program which is in line with Universal's policy of providing exhibitors with a steady flow of pictures for all types of theatres, includes three CinemaScope productions. All but three of the 13 are in Technicolor. Two of them are top budget films in color produced by the J. Arthur Rank Organization—one in Africa and the other in New Zealand.

The group includes "Sign of the Pagan," the most expensive negative produced at the Universal-International Studios which is being launched with a heavy saturation of Christmas dates.

According to Feldman, Universal's three CinemaScope productions will be available to exhibitors with both magnetic and optical sound tracks and will be made available in regular screen size in line with the company's policy of making pictures for all types of theatres.

Musical Starts 1955 Group

Released for Christmas, "Sign of the Pagan," is in CinemaScope and color by Technicolor, and stars Jeff Chandler, Jack Palance, Ludmilla Tcherina and Rita Gam and features Jeff Morrow, George Dolenz, Edward Franz and Alexander Scourby.

"So This Is Paris," a musical with color by Technicolor, starring Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvet and Paul Gilbert, heads the list of January releases.

The second January picture will be "Destry," the remake of "Destry Rides Again." Starred in this new remake are Audie Murphy, Mari Blanchard and Lyle Bettger.

"West of Zanzibar," photographed in Technicolor on the African veld by the J. Arthur Rank Organization, in association with the Schlesinger Organization, will be the third January release. It stars Anthony Steel and Sheila Sim and features some startling photography in the manner utilized for "King Solomon's Mines" and "Mogambo."

February releases will be headed by "The Far Country," the new James Stewart film in color by Technicolor. Starred with Stewart are Ruth Roman, Corinne Calvet and Walter Brennan. Produced by Aaron Rosenberg and directed by Anthony Mann, the team responsible for "The Glenn Miller Story" and the succession of James Stewart box office hits, "The Far Country," Feldman pointed out, occupies the same releasing position as "The Glenn Miller Story" last year; "Mississippi Gambler" the year before and "Bend of the River," released in 1952.

"Six Bridges to Cross," a teeming

(*Continued on page* 19)

(*Continued from page* 18)

melodrama dealing with the great Boston robbery, filmed on location and starring Tony Curtis, Julie Adams and George Nader, will be the second February release. The third will bring Abbott and Costello back to the screen after an absence of more than a year and a half. Titled "Abbott and Costello Meet the Keystone Kops," the picture also features Fred Clark and Lynn Bari and revives memories of Mack Sennett days.

"Captain Lightfoot," an unusual adventure story filmed entirely in Ireland in CinemaScope and color by Technicolor to capture the scenic beauty of that country, and starring Rock Hudson, Barbara Rush and Jeff Morrow, will be one of the important March releases. "Smoke Signal," with the interesting background of Indian warfare in the New Mexico territory in color by Technicolor and starring Dana Andrews, Piper Laurie, Rex Reason and William Talman, is the second March release, while "Land of Fury," a pioneering story filmed in Eastman Color in New Zealand for the J. Arthur Rank Organization and starring Jack Hawkins and Glynis Johns, is the third March release.

"Chief Crazy Horse," in CinemaScope and color by Technicolor and starring Victor Mature, Suzan Ball and John Lund will be one of the April releases—a big Indian picture in the U-I tradition of "Tomahawk."

"Man Without a Star," an unusual action film with a Western background, filmed in color by Technicolor and starring Kirk Douglas, Jeanne Crain and Claire Trevor, will be the second important April release, while the third and 13th of the spring schedule will be "Ma and Pa Kettle at Waikiki."

In announcing this lineup, Feldman concluded by stressing that it is not only the purpose of Universal to provide exhibitors with a steady flow of important box office productions, but also to provide within the schedule a variety of entertainment that will attract and satisfy the widest possible audience.

Lineup of 1955 Product

Backed by a dazzling list of big name stars and a wealth of outstanding story properties, Universal-International's production program for the coming year will be the most potent in the company's history, Edward Muhl, vice-president in charge of production, said yesterday. The company's 1955 schedule will duplicate numerically its 1954 program, but from the standpoint of star power, importance of stories and production scope, it will be the most imposing line-up of product ever undertaken by the studio, Muhl added.

Muhl pointed out that U-I already has acquired a number of outstanding story properties and is continuously looking for additional stories of the same high calibre. In addition, in order to attract the industry's top stars to head the casts of these important stories, the studio plans to continue its policy of making a certain number of percentage deals such as those which in the past have proven mutually advantageous to both the company and such stars as Jimmy Stewart, Tyrone Power, Alan Ladd and Gregory Peck.

About 75 per cent of the studio's

(*Continued on page* 20)

Early Universal Releases

SIGN OF THE PAGAN . . . starring Jeff Chandler, Jack Palance, Ludmilla Tcherina, Rita Gam.

SO THIS IS PARIS . . . starring Tony Curtis, Gloria DeHaven, Gene Nelson, Corinne Calvet, Paul Gilbert.

DESTRY . . . remake of "Destry Rides Again" starring Audie Murphy, Mari Blanchard, Lyle Bettger.

WEST OF ZANZIBAR . . . J. Arthur Rank production starring Anthony Steel and Sheila Sim.

THE FAR COUNTRY . . . starring James Stewart, Ruth Roman, Corinne Calvet, Walter Brennan.

SIX BRIDGES TO CROSS . . . starring Tony Curtis, Julie Adams and George Nader.

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS . . . starring Bud Abbott and Lou Costello.

CAPTAIN LIGHTFOOT . . . CinemaScope production starring Rock Hudson, Barbara Rush and Jeff Morrow.

(*Continued from page* 19)

1955 schedule will be filmed in color, and studio executives are carefully watching developments on the various new camera processes so that they might take advantage of such processes when they feel that added scope would enhance the values of a particular story or background.

Among the top budget films on the coming year's schedule are:

"Female on the Beach," a dramatic story of a tempestuous romance between an attractive widow and a beach boy which will bring Joan Crawford and Jeff Chandler together on the screen for the first time.

"Tacey," adapted from Conrad Richter's popular novel of a woman who braves disgrace and disillusionment in order to push the man she loves into success, which will star Anne Baxter, Rock Hudson and Julie Adams.

"So This Is Rio," a gay musical in color by Technicolor that will star Tony Curtis, Gene Nelson and Paul Gilbert, the same three stars who were such hits in "So This Is Paris."

Wyman-Hudson Teamed Again

"All That Heaven Allows," again teaming Jane Wyman and Rock Hudson, the stars of "Magnificent Obsession," in a Technicolor adaptation of the dramatic novel by Edna Lee and Harry Lee.

"Song of Norway," adapted from the great stage operetta and which will be filmed in color on a scale as one of the big musicals of all time.

"The Navy Gets Francis," seventh in U-I's highly popular talking mule comedy series, with Donald O'Connor again in the starring role.

"The Galileans," a Technicolor Biblical spectacle starring Jeff Chandler and adapted from the best-selling novel by Frank G. Slaughter.

"The Benny Goodman Story," based on the life of the band leader and produced on the same scale as the successful "The Glenn Miller Story."

"Apache Agent," large scale Western with color by Technicolor, based on Woodworth Clum's biography of his father, the only man to capture and force the surrender of the Apache warrior, Geronimo.

"There's Always Tomorrow," starring Barbara Stanwyck in a modern romantic drama of a glamorous fashion expert who becomes involved in a romance with her former employer, now married.

"Away All Boats," a top budget adaptation of Kenneth Dodson's best-selling novel about the heroism, the suffering and the hardships of the fighting men aboard a landing attack transport in some of the most crucial Pacific battles during World War II. It is in color by Technicolor.

"The Private War of Major Benson," starring Charlton Heston in a heart-warming story of an army officer who is disciplined by being sent to take charge of a boys' military school.

"The Life of Charles Russell," with color by Technicolor, is a high-budget story of the old West as told through the eyes of the West's most famous cowboy artist.

"New Heaven, New Earth," adapted from Arthemise Goertz' moving novel of a young Louisiana doctor at the turn of the century who battles to tear himself away from his fashionable family ties in order to marry a girl in a lower social class.

"Dead Man Pass," Peter Dawson's Saturday Evening Post serial of the human conflicts in the building of a railroad tunnel in the old West.

Universal Schedules National Pre-Selling Campaign for '55

The largest pre-selling budget in the 40-odd year history of Universal-International has been allocated by the company to merchandise its 1955 releases, it was announced yesterday by David A. Lipton, vice-president. In revealing the promotional plans for the coming year Lipton pointed out that every possible publicity and advertising medium will be used to achieve complete penetration on both national and local levels.

"Pre-selling plans for all pictures to be released during the early months of 1955 already have been finalized," Lipton stated. "Since this group of pictures represents the greatest variety in entertainment appeal ever delivered by the company, each campaign has been tailored with extreme care in order to reach the maximum audience for each type of picture.

"In addition to the normal pre-selling channels, we also are reaching into the more specialized magazine, television and promotion fields with both publicity and advertising in order to create a real impact on the infrequent as well as the frequent movie-goer."

Commenting on plans for specific pictures, Lipton pointed out that "Sign of the Pagan," the big Technicolor CinemaScope spectacle which has been set for a Christmas release, already is being pre-sold with national magazine advertising comparable to the record campaign on "The Glenn Miller Story." This is being supplemented by the advance national newspaper campaign, now in progress, on Roger Fuller's book, "Sign of the Pagan," on which U-I is co-operating with the publisher, Dial Press.

"So This Is Paris," the gay Technicolor musical which has been set for a New Year's release, is being launched with a tremendous campaign involving color advertising in 20 publications having an actual circulation in excess of 57,000,000.

Big Campaign on Theft Film

"Six Bridges to Cross," the story of the great $2,500,000 Boston robbery, will be pre-sold in a record-breaking advertising campaign which, for the first time in the company's history, will blanket the men's magazine field, utilizing a total of eleven "male-appeal" publications such as *True, Argosy, Official Detective Stories* and *Sport.*

Altogether, 20 publications will carry the advertising on this picture to a circulation exceeding 22,000,000 and an estimated readership of triple that figure. *Collier's,* which first published the original story by veteran Boston crime reporter Joseph F. Dineen, "They Stole $2,500,000—and Got Away With It," on which the sensational film melodrama is based, will be included in this group.

To assure the "Six Bridges to Cross" advertising reaching every potential ticket-buyer, general readership will be secured through placement in *Life* and *Look,* and teenagers and regular movie-goers through *Seventeen* and various movie magazines to complete the roster of the two-score publications being utilized.

In the tradition of James Stewart campaigns which proved so successful in launching "The Glenn Miller Story" and "Bend of the River," U-I is backing up the new Stewart starrer, "The Far Country," with the most comprehensive use of color advertising on a local level ever attempted for a motion picture. Full-color ads for this picture will appear in 184 Sunday and weekend newspapers in 177 cities and towns in the United States and Canada. This extensive coverage is being accomplished by utilizing, for the first time by a film company, the new newspaper supplement, *Family Weekly,* which adds 88 smaller communities to those already served by newspapers with weekend color magazines.

Extensive research begun by U-I months ago in response to exhibitor requests for an advertising medium to reach smaller but important communities was responsible for the selection of *Family Weekly* for this inaugural use of localized full-color newspaper advertising. The company feels "The Far Country" will carry wide appeal "down the line" in this type of community.

"The Far Country" also will be advertised in full color in two of the largest Sunday magazine supplements, *American Weekly* and *Parade;* in Canada's largest Sunday newspaper supplement, the 25-city *Weekend Magazine,* and the weekly magazines *Life* and *Look.*

Romance Angled to Women

Preliminary planning on "Captain Lightfoot," the Technicolor CinemaScope adaptation of W. R. Burnett's best-selling novel which was filmed entirely in Ireland, calls for an extensive national magazine campaign that will include the majority of the women's magazines in order to capitalize on the romantic pairing of Rock Hudson and Barbara Rush, two of the stars who scored in "Magnificent Obsession."

Important campaigns also have been planned for the J. Arthur Rank Organization's "West of Zanzibar," the top-flight "Destry" and other films scheduled for release in the coming months.

"Having pictures based on important or fresh and unusual stories and presenting big name stars as well as new personalities, it is only consistent that we continue developing new pre-selling areas and ideas in order to fully exploit their box office values," Lipton declared.

Pointing out that U-I not only pioneered in the television field, but has used TV extensively as a sales medium, Lipton announced that the company will expand still further its use of TV as a promotional medium, while continuing its wide use of radio exploitation.

U-I had great success with its open-end Rock Hudson filmed television interview on "Magnificent Obsession" and plans to repeat this type of promotion, while at the same time developing new innovations. The company also will continue to make available special trailers and film subjects prepared for TV exploitation.

Stars, featured players and special behind-the-scenes personalities, who have figured importantly in past promotional activities, will be used even more extensively in key and sub-key situations, where they will make TV and radio appearances in addition to participating in other promotional events.

Music also will play an important part in the campaigns on certain pictures. Following the successful pattern of music promotion for "The Glenn Miller Story," U-I has established a special department for handling music promotions, with its new Technicolor musical, "So This Is Paris," already receiving strong plugging in this medium.

With several of the company's top personalities, including Jeff Chandler and Tony Curtis, now also recording for Decca, new avenues have been opened for exploiting pictures in which they appear. Title theme songs have been incorporated in the musical scores of several pictures, among them "Six Bridges To Cross," "Foxfire" and "Man Without A Star," and special music promotions are being planned around the theme songs from these productions.

Increased Local Aid

As a part of the overall activities, there also will be an acceleration of U-I's national merchandise promotional tie-ups, according to Lipton. In this connection, greater emphasis will be given to the type of tie-ups which manufacturers are willing to develop on local levels in cooperation with local exhibitors.

Pointing to the outstanding success of many U-I pictures during the last year, Lipton declared that their success was due in a large degree to the manner in which exhibitors responded on the local level to the promotional assistance provided by the company. He added that the most important objective of all U-I showmanship effort is to deliver the most potent promotional point-of-sale impact in cooperation with local exhibitors.

As another assist to exhibitors, U-I will continue to augment its press book material with comprehensive promotion manuals designed to achieve the maximum results. The company also will continue to expand its field exploitation activities augmenting its field force with members of the studio and home office staff, as has been done so effectively in the past.

In commenting on U-I's designation as "the showmanship company," Lipton said, "We have earned this reputation on the basis of results over the past several years. It is our objective for the coming year to surpass everything we have done to date in the way of publicity-advertising-promotional pre-selling. Our budgets for the year have been set to provide us with the financial resources to do a record-breaking job. We have the finest product in the history of the company and we have the plans and man-power to do the job that will re-affirm our reputation for delivering pre-sold product."

'Paris' Salute Sunday On Colgate TV Show

The NBC-TV telecast of the Colgate Comedy Hour on Sunday evening will salute Universal-International's "So This Is Paris" and the launching of the Decca Records album taken from the sound track of the Technicolor musical. Appearing on the program in person will be Tony Curtis, Gene Nelson and Gloria DeHaven, who will reprise musical sequences from the film.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 112 NEW YORK, U. S. A., MONDAY, DECEMBER 13, 1954 TEN CENTS

EDITORIAL

Trade Conference . . . Time's A-Wasting

By Sherwin Kane

SIGNIFICANT and encouraging as is the current news that an industry arbitration plan is nearing completion, many exhibitors are looking with keener interest for word of progress on the proposal to convene an all-industry roundtable meeting to discuss and seek solutions to the life-and-death problems of the small exhibitor—the cost of product and its short supply—uppermost among them.

Completion of an industry arbitration system has long been desired by many, on the distribution as well as the exhibition side. Its realization will be heartening to all such and should stand as a great factor in the lessening of industry discord in the future.

The all-industry conference is an emergency measure, urgently required to take care of problems of the moment confronting hundreds of small exhibitors who, if they are not afforded some relief soon, will not be around to sample or share the fruits of an industry arbitration system.

•

During October and November, Motion Picture Daily correspondents throughout the country queried exhibitors at random on their opinions of the Allied States' proposal to weigh requests for Federal regulation of the industry in the event efforts to extend relief to distressed, small exhibitors are not in evidence by February.

Despite some recent, public insinuations to the contrary by veteran Allied organizers, no effort was made either to influence the type of response obtained by the correspondent or to misrepresent the results in the manner of their publication.

The bare facts revealed by the quotations sent to Motion Picture

(*Continued on page 2*)

Hartman Predicts Single Film Gross Of $100,000,000

HOLLYWOOD, Dec. 12.—Foreseeing grosses as high as $50,000,000 or $100,000,000 for a picture, Don Hartman, executive producer for Paramount Pictures here, called on Hollywood to display daring, courage and selectiveness in picture making, while addressing a joint session of Paramount sales-distribution executives and promotion coordination representatives.

Don Hartman

High film grosses can be attained by planning to make only the best possible entertainment with the best possible elements without compromise, Hartman said. "It may well be that Cecil B. DeMille's 'The Ten Commandments' may be the first of these high grossers," he said.

The merged session, which was held at the weekend here, was attended A. W. Schwalberg, president of Paramount Film Distributing Corp., E. K. (Ted) O'Shea, vice-president, Y. Frank Freeman, Paramount studio vice-president, and Jerry Pickman,

(*Continued on page 6*)

Johnston in 1955

SEES $210,000,000 FOREIGN MARKET

Head of MPAA and Irving Maas, of MPEA, Report Following Return from Far East

By MURRAY HOROWITZ

American film companies should realize an estimated $210,000,000 from the foreign market, including Canada, in 1955, it was forecast here at the weekend by Eric A. Johnston, president of the Motion Picture Association of America.

Johnston, at a press conference following his return from a one-month trip to the Far East, said next year's over-all remittances should be on a par with this year's which he estimated at $210,000,000. He acknowledged that in some countries there might be a gain or a decrease in comparison, but he went on, within two or three per cent his forecast should be accurate.

Visiting Japan, the Philippines and Australia on his trip, Johnston said in each country he discussed industry problems, in addition to meeting with government officials.

Of the three countries, Japan, according to the MPAA president, has its economy in a more precarious position faced with a huge trade def-

(*Continued on page 6*)

WB Year Net, $3,976,000

Consolidated net profit of Warner Brothers Pictures for the fiscal year ended Aug. 31 was reported at $3,976,000 by the company, the earnings being equivalent to $1.60 per share on 2,474,329 shares outstanding on that date. The shares include 35,446 which were reserved for exchange for shares of the former Warner Brothers Pictures (1923). The financial report represents the first full year of operations since the reorganization of the company in 1953.

Film rentals, sales, etc., increased $600,000 over the previous year resulting from an increase in the remittable foreign film rental which was partly

(*Continued on page 6*)

Compo Audience Poll Details Completed

Final details for a nation-wide poll to determine the public's choice of the best picture released in 1954 were ironed out over the week end at a meeting of COMPO's audience poll committee at the Sheraton Astor Hotel. Announcement of the committee's decisions probably will be made in the near future, it was said by a COMPO spokesman.

Up for discussion at the meeting were the date of the poll, the nature of the ballot, the manner in which the

(*Continued on page 6*)

Set Promotion Plans At Filmakers Meet

CHICAGO, Dec. 12. — Irving H. Levin, president of Filmakers Releasing Organization, today told a national sales meeting at the Blackstone Hotel here that the company will expend its largest cooperative advertising campaigns to date for the early 1955 release of "Crashout" and "Mad at the World."

Levin also announced to 28 Fil-

(*Continued on page 6*)

Joint Meeting Jan. 17

'Close to an Agreement' On Arbitration Reported

Acknowledgement that exhibition and distribution are "close to agreement" on arbitration was furnished here at the weekend by Sidney Schreiber, secretary and general counsel of the Motion Picture Association of America.

Schreiber, attending the press conference of Eric Johnston, president of the Motion Picture Association of America, along with other MPAA officials, was asked a series of questions on arbitration issues by the press.

Declining to respond on specific arbitration issues, Schreiber said that they are still being negotiated. He stressed however, that negotiations have reached a point where company presidents are being informed of developments by sales managers. Such a meeting of company presidents, sales managers and company counsels was

(*Continued on page 6*)

DeMille Foundation Hits Mitchell Talk

LOS ANGELES, Dec. 12. — The DeMille Foundation in a press release asks whether Secretary of Labor James P. Mitchell's statement before the C.I.O. convention here last week that the right-to-work laws now in effect in 17 states have done more harm than good was a repetition of what he had heard from "top labor bosses."

"All professional labor bosses are

(*Continued on page 6*)

Personal Mention

MOREY GOLDSTEIN, Allied Artists vice-president and general sales manager, left here yesterday by plane for Hollywood.

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JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, and PHILIP GERARD, Eastern publicity manager, have returned to New York from Hollywood.

•

BERNARD JACON, I.F.E. Releasing Corp. vice-president in charge of sales, will arrive in Los Angeles today from New York.

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LEONARD BIRNBAUM, 20th Century-Fox music film editor, returned to Hollywood at the weekend from New York.

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CHARLES SIMONELLI, Universal Pictures Eastern advertising and publicity department manager, is on a trip to the Midwest.

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MORT GREENBERG, United Artists salesman in Winnipeg, will be married here on New Year's Day to VIVIEN BERNSTEIN, of Valley Stream, N. Y.

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HOWARD DIETZ, M-G-M vice-president, will return to New York tomorrow from the Coast.

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ROY WILLIAMS, story director at the Walt Disney studios, has arrived here from the Coast.

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GILL ESMOND, British actress, is scheduled to arrive here today from London via B.O.A.C. Monarch.

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LOU MARKS, M-G-M branch manager in Detroit, has returned there from New York.

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AUBREY SCHENCK, producer, is in New York from Chicago.

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LESTER COWAN, producer, left Hollywood at the weekend for New York.

Says U.S. Films Used For Red Propaganda

ATLANTA, Dec. 12. — American pictures, especially action films, are one of the Communists' most potent propaganda weapons, one of Holland's leading editors said on his visit to Atlanta.

Dr. Herman Planten, editor-in-chief of the Algemeen "Handelsblad," said that Americans are frequently misunderstood in foreign countries because motion pictures do not always give a true picture of life here.

Resume Preview

"Movie Preview," published by Stephen L. Saunders, exhibitor in Carmel, N. Y., will resume publication with the December issue. The front cover is devoted to the M-G-M star, Debbie Reynolds. Thirteen current pictures are reviewed in the issue, which should be very helpful to exhibitors.

RKO Meetings Today In N.Y. and Chicago

Regional sales meetings of RKO Radio will open today in New York and Chicago with screenings of Howard Hughes "Underwater!" In New York the Superscope release will be shown at the RKO 58th Street Theatre and in Chicago at the Esquire Theatre.

Walter Branson, worldwide sales manager, will preside at the New York meeting, which will be held at the Warwick Hotel, while Sam Gorelick, Midwest district manager, will direct the Chicago discussions at the Blackstone Hotel. James R. Grainger, president, will attend the Chicago meeting with Joseph Tushinsky, co-inventor of Superscope, who will demonstrate the process. Tushinsky will leave Wednesday for New York.

A fourth and final regional sales conclave will be held in New Orleans starting Dec. 16. Grainger will also attend that conclave.

K. C. Exhibitors Name 6 Directors

KANSAS CITY, Dec. 12.—New directors named at the annual meeting of the Motion Picture Association of Greater Kansas City were Ed Hartman, Ben Marcus, Harry Gaffney, Clarence Schults, Sid Levy and Ralph Ammacher.

Sam Abend, one of the founders and active members, who died recently, was honored by the establishment of a memorial shelter house at the Santosage Boys Summer Camp.

The association also set up a scholarship fund, comprising a year's tuition for a deserving boy.

8 MGM Pictures Now in Production

HOLLYWOOD, Dec. 12. — With the start last week of two new films, "The Cobweb" and "Love Me or Leave Me," M-G-M had a total of eight films in various stages of production.

"The Cobweb," based on the William Gibson novel, stars Richard Widmark, Lauren Bacall, Charles Boyer and Gloria Grahame. It is being directed by Vincente Minnelli, with John Houseman producing.

"Love Me or Leave Me," a musical based on the Ruth Etting story, stars Doris Day, James Gagney and Cameron Mitchell. The director is Charles Vidor, with Joe Pasternak as producer.

Technicolor Declares An Extra Dividend

The board of directors of Technicolor, Inc., declared a dividend of 25 cents per share on the $1 par common stock and 50 cents on the old no-par common stock not exchanged, it was announced.

In addition, a special year-end dividend was declared of 10 cents a share on the new $1 par common stock and 20 cents a share on the old no-par common stock, not exchanged. The dividends were payable on Dec. 30 to stockholders of record at the close of business on Dec. 17.

U. S. Balking YugoslavRule

Negotiations are currently underway between the Motion Picture Export Association and Yugoslav government officials regarding distribution of American films in Yugoslavia, it was confirmed here at the weekend by Ralph D. Hetzel, Jr., MPEA vice-president.

Hetzel, attending the press conference of Eric Johnston, MPEA president along with other association officials, was asked to comment on reports of trouble in the Yugoslavian market. The problem, according to Hetzel, is whether other than a non-government sponsored distribution agency in Yugoslavia can engage in distribution there.

It was reported from Washington that MPEA had been having its films distributed in Yugoslavia by one particular firm, and that this firm then demanded that MPEA cut its royalty percentage. MPEA, it was reported, refused and most of the companies found another distributor, but the Yugoslav government will not recognize this second distributor.

Western TV Network Of ABC Starts Jan. 1

From THE DAILY Bureau

HOLLYWOOD, Dec. 12. — The American Broadcasting Co. vice-president, Earl J. Hudson, on Friday announced completion of arrangements for a regional television network which will commence operations on Jan. 1. To be known as the Western Television Network, the web will consist of a total of 32 stations in the Mountain and Pacific Coast regions, plus Alaska and Hawaii.

The new network will reach all the television markets in 11 Western states, said Hudson.

Cinerama in S. F. Tops Million Mark

The Orpheum Theatre in San Francisco is the latest of the 13 Cinerama houses in key U. S. cities to break the million dollar mark, the company reports.

Leading the parade is the Warner Theatre in New York where $4,000,000 will probably have passed through the box office window in this one engagement. Present plans call for Louis de Rochemont's new "Cinerama Holiday" to be brought in early next year. Vying for second place is the Palace Theatre in Chicago and the Warner in Hollywood, both over $2,000,000. In fourth place with $1,750,000 is the Music Hall, Detroit.

Head 'Junket' Group

Eddie Dowling and Magda Gabor will be co-chairmen of a March of Dimes theatre committee for the benefit premiere of United Artists' Technicolor film, "Romeo and Juliet," at the Sutton Theatre on Dec. 21, it was announced today by Lawrence F. Kennedy, general chairman of the Greater New York March of Dimes.

Trade Conference

(*Continued from page* 1)

Daily were simply that a great majority of exhibitors are opposed to Federal regulation of this industry but many among their number feel that the plight of many exhibitors today is so desperate that such a course must be considered providing no relief is forthcoming soon.

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Those outstanding characteristics of the interviews were duly reported and repeated in every installment published in Motion Picture Daily, and in the concluding summation in the Nov. 22 issue the national exhibitor viewpoint was described thusly:

"Let's avoid Federal regulation of the industry and solve our own problems as we are capable of doing. But if no effort to relieve current conditions is made, then let's consider an approach to government agencies."

That is no less true this month than it was in October and November.

It is earnestly commended to the consideration of those in a position either to advance an all-industry roundtable conference now or to jettison the proposal.

Shapiro to Head Hospital Junket Unit

Robert K. Shapiro, managing director of the New York Paramount Theatre, has been appointed chairman of the committee of New York's Cinema Lodge of B'nai B'rith which is arranging the Lodge's Christmas entertainment junket to the Will Rogers Memorial Hospital at Saranac Lake on Dec. 21, it was announced over the weekend by Burton E. Robbins, president of Cinema Lodge.

The junket of a group of entertainers to the hospital is being made possible through the participation of the American Guild of Variety Artists (AGVA) and Theatre Authority which are recruiting the necessary acts for the show which will be headed by a top name personality.

'Hunters' Here Thurs.

The American premiere of "Hunters of the Deep," the underwater feature-length documentary drama photographed in color, will take place at the Trans-Lux 60th Street Theatre here on Thursday. Accompanying "Hunters of the Deep" at the Trans-Lux 60th will be a new short in color, "Rembrandt, a Self-Portrait." Both pictures are being released by Distributors Corp. of America.

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Schine Sale Is Disputed

Special to THE DAILY

BUFFALO, Dec. 12.—A prosecution witness in the government's case against Schine Theatres, Inc. testified Friday in Federal Court concerning one of the theatres divested which the Government has termed "fictitious."

Walter R. Snider, an Ohio attorney, told of his negotiations on behalf of some of the owners of the Star Theatre property in Delaware, Ohio in connection with the assignment of the lease following the 1949 divestiture decree, to Joseph M. Cohn of Cleveland.

The witness testified that Peter M. Klein of Cleveland, Ohio attorney, who has represented the Schine Theatres in previous transfer of Star's lease from the Schine Theatrical Co. to the Schine Delaware Corporation, also represented Cohn in his negotiations. The government has contended that the Star actually continued to be operated by the Schine interest.

Subpoena Discussed

Judge John Knight interrupted the session briefly to hear arguments on the government's motion to quash a subpoena served by the defense to gain access to various reports of prosecution investigations. A former subpoena for a similar purpose was quashed by the judge who held it was too broad in its demands.

Joe E. McDowell, the prosecution attorney objected that the second subpoena also was too broad, arguing that it "seeks to make the government bare its file to the defendants."

Frank Graichle, defense attorney disputed this argument declaring that the defense now is asking for "definite and specific items" to use in support of some of its claims." It has been decreed, he said, that the sovereign may not sit by with that in its files which may show the innocence of the defendant.

de Rochemont Sets Four New Projects

Louis de Rochemont, whose Technicolor animated cartoon feature, "Animal Farm," based on the fable by George Orwell, is scheduled to open soon, has four new projects under way for next year, to be filmed by his producing company, Louis de Rochemont Associates, it is announced.

The independent producer has just completed negotiations for the purchase of "Call Me Yankee Doodle!" a historical novel by Lillian L. Ludwig, and "The Green Mamba," an African adventure story written by Richard D. Estes.

De Rochemont also announced that his schedule includes the production of Henry Morton Robinson's novel, "The Cardinal," and "Natty Bumppo," based on the Frontier Man character created by James Fenimore Cooper in his "Leatherstocking Tales."

Two completed de Rochemont productions will be on view early next year. These are "Animal Farm," made for him in London by the cartoon producers, Halas and Batchelor, and the second feature in the Cinerama process, titled "Cinerama Holiday."

Stereo Costly but Results Worth It, Birnbaum Says

By LESTER DINOFF

While CinemaScope and stereophonic sound has increased the amount of work and effort in preparing music for motion pictures, the end result is worthy of the effort, according to 20th Century-Fox music film editor Leonard Birnbaum who stated that "television is making serious inroads in utilizing film industry specialists and is copying motion picture production techniques."

Speaking at a trade press conference at Danny's Hideaway here on Friday, Birnbaum, who joined 20th-Fox studios in 1938, said that "television has learned to copy many motion picture production techniques, mainly by raiding the studios for top-notch talent." In Hollywood presently, there are about 40 top music film editors working, he said.

Recording an Involved Process

Prior to the introduction of stereophonic sound, Hollywood producers used a minimum of two sound tracks in producing musicals and background music for dramatic films, Birnbaum said. "With CinemaScope and stereophonic sound, it is impossible to record all voices, music and vocal tracks at one time, so it adds up to about 20 musical tracks being made; in reality a total of 60 since three microphones are always used and each mike has its own track, for a film," the music head said.

"In the end, a music editor takes all the tracks and combines them into a component stereophonic sound track which audiences will appreciate, Birnbaum said. "If 20th-Fox did not advertise stereophonic sound, the ordinary layman would have known immediately that the quality of recording was very much superior," he said.

In New York on a combination business trip for Irving Berlin's "There's No Business Like Show Business" and for a vacation, Birnbaum said that "hit tunes, melody and lyrics help sell pictures and if a song is good, an audience will leave the theatre singing it." He cited such tunes as "Three Coins in the Fountain," "Desiree," and "Hajji Baba," as examples.

Urges 'Sound Education'

Birnbaum asserted that many theatre owners and managers are "not educated" in the proper use of stereophonic sound to a theatre audience. "Everyone thinks that his taste for sound is good enough for the entire audience, but many times the sound with a film is either too loud, or not mixed properly," he said.

The 20th-Fox music editor said that upon his return next week to Hollywood, he will begin work on "Untamed" and "The Seven Year Itch." With the advent of the new mediums, more music is used in motion pictures and the quality of the music is better, he said.

George Murphy Now MGM Studio Contact

HOLLYWOOD, Dec. 12.—George Murphy, today will assume public relations duties at MGM in addition to his current representation on behalf of the studio and industry with theatre organizations.

In his new function, Murphy will be the studio's contact with national, state and local civic bodies, as well as other activities formerly assigned to the late Ida Koverman.

Murphy has served as the motion picture representative on many national committees.

Rosensohn Elected President of BOT

William P. Rosensohn, former executive vice-president of Box Office Television, has been elected president of the closed-circuit television production concern succeeding Milton Mound, who was named chairman of the board, it was announced here on Friday.

Rosensohn has been responsible of the closed circuit telecasts of 12 business organization meetings this past year and it was in recognition of his efforts that he was elevated to the company's top post.

'Cowboy' to Wright

HOLLYWOOD, Dec. 12.—"Reminiscences of a Cowboy," by Frank Harris, has been assigned to William Wright as his second Columbia production, executive producer Jerry Wald has announced.

'Horizons of Hope,' Cancer Film Offered

An 18-minute live action and animated filmed report for the general public on current progress in cancer research, "Horizons of Hope," will be distributed shortly on a loan basis to theatres, television, schools, medical groups and other community organizations, according to Alfred P. Sloan, chairman of the board of General Motors and president of the Alfred P. Sloan Foundation, producers of the film.

An abbreviated version of "Horizons of Hope" was presented yesterday on NBC-TV's "American Inventory" program.

The script and the picture were developed by John Sutherland Production, whose writers and artists worked for more than a year in consultation with leading cancer authorities—particularly with the group headed by Dr. Cornelius P. Rhoads of the Sloan-Kettering Institute for Cancer Research, at New York City's Memorial Center for Cancer and Allied Diseases.

The picture, which is available in 16mm. and 35mm. form, is expected to be distributed on or about Jan. 1.

L. D.

Wilkinson Wins Prize

D. J. Goodlatte, managing director of Associated British Cinemas, announced in London that J. W. Wilkinson, manager of the Haymarket Cinema, Newcastle, is ABC's "champion manager" for 1954 and wins the first prize of a trip to New York for himself and wife.

People

A. W. Schwalberg, president of Paramount Film Distributing Corp., headed a large group of the company's executives which left Hollywood at the weekend for the East following the division sales manager meetings. Others included **Jerome Pickman,** vice-president; **Sid Blumenstock,** advertising manager; **Herb Steinberg,** national exploitation manager; **Burt Champion,** publicity manager, and **Paul Ackerman,** advertising-publicity director. Sales department executives included **E. K. O'Shea,** distribution vice-president, **Hugh Owen, Sidney Deneau, Oscar A. Morgan** and **Monroe R. Goodman.**

□

A. A. Moulder and wife, who recently retired after 43 years as exhibitors in Oklahoma, were honored last week at the Theatre Owners of Oklahoma annual convention in Oklahoma City. They were presented with a silver coffee service, suitably inscribed.

□

Hasten Snow of the Hinton Theatre, Hinton, Okla., is the first new member to be admitted to the Managers Round Table ranks this winter, **Walter Brooks,** director of the Motion Picture Herald showmen's department, reports.

□

J. W. Lawson of Baton Rouge, La., has taken over the New Theatre, Palatka, Fla. from its former owner, Harry Dale.

□

Francis J. Gooch, manager of the Houlton Theatre, Houlton, Me., for New England Theatres, Inc., received an award of merit by the Lydia Putnam Chapter of the Daughters of the American Revolution.

□

Yvonne De Carlo has been set to make personal appearances at the Radio City Theatre, Minneapolis, and the Paramount Theatre, St. Paul, in connection with the Midwest premiere of Allied Artists "Tonight's the Night."

NLRB to Shun Small Radio, TV Stations

WASHINGTON, Dec. 12. — The National Labor Relations Board on Friday stated that in the future it would take jurisdiction over cases involving radio and television stations only if the station's gross income amounts to at least $200,000 annually.

Previously, the board had asserted jurisdiction over all radio and TV stations, regardless of size. The new ruling is another step in the board's new over-all policy of limiting its jurisdiction to enterprises having a substantial impact on interstate commerce.

The board has not yet spelled out how it would apply its new standards to theatre exhibition. Under its old standards, the board had decided to take cases involving interstate circuits, but not to take cases involving theatres which were not part of interstate chains.

MERRY CHR

FROM THE BOYS WHO WILL KEEP Y

20TH CINEMA

"It is our policy to d

the way he like

STMAS

PROSPEROUS YEAR AFTER YEAR!

COPE FOX

siness with an exhibitor
do business."

Al Lichtman

Johnston

(*Continued from page* 1)

icit. While there, Johnston said he had preliminary talks on the new film pact to replace the current one expiring in April, '55. He was joined in these talks by Irving Maas, head of Motion Picture Export Association's Far East division.

Presented to the Japanese for their study, Johnston continued, were a number of alternative compensatory deals aimed at aiding the Japanese economy and at getting American film rental revenues out of the country. Under the present pact, the American film quota is 102 pictures and from July, 1953, to July, 1954, a total of about $9,000,000 was remitted from that country, with $5,600,000 in remittances and the remainder in compensation deals.

The role of compensatory deals was accentuated on his trip to the Philippines and Australia, Johnston said, adding that these deals must be resorted to more and more in order to get blocked funds out of countries.

In the Philippines, from where American film companies remit $2,800,000 yearly, there is $4,000,000 in blocked funds, Johnston continued, while the blocked funds in Australia, a $600,000 yearly market, amount to $500,000. The greatest amount of blocked funds in the three countries, according to the MPEA president, is in Japan, where $7,000,000 of American revenues is being held.

In all countries, Johnston held talks in order to unfreeze the blocked funds, he stated, adding that although the talks were satisfactory no decisions had been made. Johnston saw the possibility of returning to Japan in the near future if projected negotiations on a new pact hit a snag. He also said he probably would visit India, Ceylon and other countries in the Far East not covered in his recent trip sometime next year. He called the Far Eastern market an expanding one for American motion pictures, drawing special attention to the densely populated Indian market which at present yields comparatively little to American film companies.

Johnston saw the need of expanding the MPEA facilities in Australia, Indonesia and Japan.

Takes a 'Wild Guess'

Asked to estimate the current foreign world box-office gross, Johnston said his "wild guess" would be about two billion dollars, converting foreign currencies at the official rate of exchange. The gross foreign film rentals of American film companies were estimated at between $550,000,000 and $600,000,000 by Johnston in another one of his "wild guesses."

Johnston acknowledged that there is a great need for more statistical information in the industry, but said that some companies are reluctant to give out information, in addition to the issue of whether such information freely given might run into some legal complications. Commented Johnston: "This industry is so law-suit ridden, that they are court-shy."

'Tuesday' Dec. 31

United Artists' "Black Tuesday" will have its New York premiere at the RKO Palace Theatre on New Year's Eve.

Arbitration 'Agreement'

(*Continued from page* 1)

held last Friday. A similar meeting, Johnston said, would be held this week.

The joint meeting of the exhibitor and distributor negotiating committee on arbitration is slated for Jan. 17.

Johnston, who presided at the Friday morning session of company presidents and sales managers, said a progress report on arbitration was rendered. In response to a specific question, Johnston said that as far as he knew the pre-release and damages issues in arbitration had been "thoroughly thrashed out" by both sides. Schreiber, commenting further, said there still are certain areas to be negotiated, adding, however, that "indications" are both sides are "close to agreement."

Regarding another matter, the status of the fine imposed against RKO Radio Pictures for exhibiting "The French Line" without a Code Seal, Johnston said the fine has not been paid, describing the situation as "status quo."

Asked to comment on the proposal to call a round table industry trade conference, made by 20th Century-Fox distribution director Al Lichtman, Johnston said he did not know enough about the proposal to comment, having been away when it was made.

Cites Cost of Producing

Questioned on the charge that film companies are responsible for the drop in product, Johnston expressed his opinion that the decrease is not deliberate on the part of the producers, mentioning the high cost of pictures today and the need to get a proper property.

WB Net

(*Continued from page* 1)

offset by a decrease in domestic film rentals, the report stated.

Income for the fiscal year amounted to $72,093,000. On a comparative basis for the year ended Aug. 31, 1953, income equalled $70,157,000. However, the 1953 figures, the report explains, combined the operations of the new Warner company and subsidiaries for the six months ending on that date and those of the predecessor company, excluding theatre operations, for the six months ending on Feb. 28, 1953. In the latter category, the net profit was listed at $2,908,000.

The report shows that the company has made advances of $18,536,773 to independent producers, recoverable from net proceeds of distribution. It is further pointed out that two pictures were produced abroad utilizing in part unremittable currency and that this policy will be continued.

30c WB Dividend

At a special meeting of board of directors of Warner Brothers Pictures, Inc., held here on Friday, a dividend of 30 cents per share was declared on its common stock payable, Feb. 5, 1955 to stockholders of record Jan. 14, 1955.

Filmakers

(*Continued from page* 1)

makers franchise holders attending the session that the number of theatres signed up for the next two releases under the company's "exhibitor guarantee" plan already surpasses the 1,000 mark reached on "Private Hell 36," now in distribution.

Record ad outlays for the coming releases also provide for trade press advertising, Levin stated. He reported that the "biggest teaser ad campaigns of recent years" are being readied for run-of-paper insertion to stress timely aspects of both features.

Levin and Harry Mandell, vice-president in charge of sales, planed out for the Coast home office after chairing the Chicago meeting.

DeMille-Mitchell

(*Continued from page* 1)

categorically against all right-to-work laws," the statement said. It added that The DeMille Foundation intends to continue its efforts to extend right-to-work laws and regrets that such efforts "should be a source of disturbance to the Secretary of Labor . . . (who) is supposed to represent all of us who work for a living," not just those in organized labor.

Review

"The Atomic Kid"

(Republic)

A radio-active Mickey Rooney is the basis of this screen treatment which endeavors to inject (or, perhaps, extract) some humor into a story of the atom bomb. That the effort does not entirely succeed is due less to the awesome choice of subject matter than to weaknesses in the script which give the humor a forced character.

Rooney and Robert Strauss, looking for fame and fortune, respectively, begin a uranium hunt and become involved in an atom bomb test without their being aware of it. Strauss leaves but Mickey is caught in the blast and, though not killed, he becomes a radioactive mass.

While under the care and supervision of the government, Strauss launches an all-out campaign to capitalize on The Atomic Kid. Strauss unwittingly becomes a dupe of Communist agents who want to learn some of the secrets involved. Everything ends happily, if idiotically, and Rooney even finds love with his nurse.

Rooney and Strauss do their best with their material and succeed in being comical at times. Elaine Davis, Rooney's wife, is seen as the nurse while Bill Goodwin plays a physicist. Leslie H. Martinson directed from a screenplay by Benedict Freedman and John Fenton Murray, based on a story by Blake Edwards. Maurice Duke was associate producer.

Running time, 86 minutes. General audience classification. Release Dec. 8.

Hartman

(*Continued from page* 1)

vice-president in charge of advertising-publicity.

Confidence was expressed by Schwalberg that Paramount product yet-to-be-released next year will keep the company on top.

"You can't make pictures with money alone or the Bank of America would be the greatest producer in Hollywood," Hartman said. "We must be selective in our stories because audiences are selective and picture-making must go forward with daring, courage to invest in the right ingredients and selection of stories yet untold, not duplicates of pictures made before, so that one is unlike the other," he said.

"Paramount's production policy is that each picture must be different," Hartman said.

Compo Poll

(*Continued from page* 1)

ballots should be tabulated and the time, place and kind of function at which the results of the poll are to be made public. The poll is designed to give picture theatre audiences an opportunity to vote for the best picture released in 1954, the best male and female performances and the best young male and female players appearing during the year.

Those at the meeting were Alice N. Gorham of United Paramount Theatres, Detroit, chairman of the committee; Ralph W. Russell of Canton, O.; Roy Kalver of Decatur, Ind.; Paul Levi of the American Theatres Corp. of Boston; Frank H. Ricketson, Jr., and Paul Lyday of the Fox Inter-Mountain Theatres of Denver; Harry Mandel, chairman of the COMPO press relations committee, and Charles E. McCarthy of the COMPO staff.

New S.O.S. Lens for Anamorphic Systems

A new anamorphic lens—Cinematic IV—made of lightweight cast aluminum, is being offered by S. O. S. Cinema Supply Corp. Featuring micromatic control for all aspect ratios from 1:33-1 to 2:66-1, the manufacturer claims it is adaptable to VistaVision and Superscope as well as CinemaScope.

The lens is said to fit all projectors, being mounted in front of the objective lens on Universal adapter brackets. A balance indicator and distortion controls as well as coated, achromatic optics are included to give brilliance and steadiness to the screen image.

Oscar Lightstone, vice-president of S.O.S., stated that his organization developed and introduced the new lens following a survey of small town and neighborhood theatres which revealed the necessity for a lower-priced lens for the new wide-screen media.

Conn. Variety Club To Entertain Boys

HARTFORD, Dec. 12.—Variety Club of Connecticut, Tent 31, will sponsor a party for 50 boys from low-income families at the Variety Club, New Haven, on Dec. 18. Sam Germaine of the 20th-Fox Connecticut exchange is general chairman.

The Dec. 18 program is the fourth annual affair sponsored by the tent.

In the THEATRE Equipment *& Refreshment* World . . . *. . with RAY GALLO*

LAVEZZI Machine Works, Chicago, has marketed a new type aperture plate for either the Standard or Super models of Simplex projectors. It is available for both standard and CinemaScope prints. Designated as a Spring Loaded Aperture Plate in the SP-672-E series, it replaces both the regular P-672-E removable plate, and the P-445-E sliding piece.

The new plate consists of an assembly of aperture plate and a blue tempered spring steel wedge which holds the plate firmly in place in the film trap. This is said to eliminate the need for two plates when the aperture is changed, thus making changes easier and quicker. Change is also eased by a finger grip bend of the plate.

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A "single weight" seamless screen for marketing at a generally competitive price, has been announced by the Bodde Screen Co., Los Angeles. The new screen has surface finish and perforation specifications similar to those of the company's screens of greater base thickness, and is said is retain the light gain factors of the larger gauge type.

The company also announced that it has obtained additional matrices for the supply of custom-made seamless projection screens on a production basis "without sacrificing quality or longevity of the finished product." These screens, used in studio process projection, are cast in one piece in sizes up to 35 x 90 feet.

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Exit signs equipped for switchover automatically to battery operation in emergencies, have been marketed by the Electric Cord Co., New York. A metal box contains two 115-volt lamps of 15 watts each for line operation, and two 6-volt bulbs of 6-c.p. each for emergency operation by batteries. The latter lamps can be powered by either dry or wet batteries. Provisions are made in the wet cell type for keeping the batteries up to charge. Emergency burning time is rated as four hours continuous. Sign letters in standard models are red 6 inches high, set against a white translucent ground.

•

Three types of fire extinguishers on a lightweight push-cart designed for carrying them have been marketed by Norpat Sales, Inc., New York. Tradenamed "Crest Fire Enginette," the equipment provides for rapid transport of chemicals for all types of fires by a single person.

A 10-lb carbon-dioxide extinguisher, and another containing pressurized dry chemical, are mounted on the platform of the cart for ready removal, while a handle bracket holds a vaporized liquid gun. The cart is stood upright when stored, requiring floor space 14 x 21½" and a height of 46".

Hollywood

By Samuel D. Berns

'Twas just before Christmas
When we took our seat
For 20th's treasure-filled musical treat.
The cynical doubters who cover previews
And rarely, if ever, stifle their "phews,"
Gave out with elated bursts of applause
For this star-filled package from sage ZanucKlaus.
The title itself is a clue to our guess,
Producers, exhibitors will share its success.
So we join in the song that bears its proud name,
"There's No Business Like Show Business"
For our Hall of Fame.

¤ ¤ ¤

INCIDENTALLY: Sir Arthur Jarratt planed back to London "bug-eyed" with Todd-AO and speechless with VistaVision. His parting message: "The film world owes Hollywood a great debt of gratitude for the innovations that were sparked with the advent of Cinerama and CinemaScope." . . . The Garutso lens is due to spring back in the limelight as a booster to all the scopes, with Paramount having the inside track on its adaptation. . . . Technicolor's answer print on Louis De Rochemont's "Cinerama Holiday" should be out of the dryer and ready for Nat Lapkin's o.o. . . . A fellow we know flew in and out of town before we could say "Jacques Grinieff." Marisa Pavan almost had her option lifted by a tiger shark while swimming at the Key West location during the filming of Hal Wallis' "Rose Tattoo." The Florida hotels and chamber of commerce managed to keep it quiet. . . . It's just coincidence that Sam Goldwyn, Jr. has Jo and Art Napoleon's screenplay "Sharkfighters" scheduled as his first UA production.

¤ ¤ ¤

FRANK O. PINYONS: More showmanship and less multiple first run playoffs can help ease product shortage. Exhibitor groups who play "first run roulette" in trading availabilities can only blame themselves if a tapeworm demand for product plagues their operation. . . . Edward Ludwig, just back from scouting location sites for Republic's "Rebel Island" in the Bahamas believes he's found the forwarding address for "God's Country." . . . Memo to Jerry Wald: Marquees may like it better if "Reminiscences of a Cowboy" is changed to something like "Saddle Scars." . . . In the spring the industry's fancy will turn to James Mitchell as top star material when R & H's Todd-AO version of "Oklahoma" is unveiled to the public. . . . National Theatres business-building program, with a sizeable chunk of the fund to research recreational habits of potential customers, deserves a vote of thanks from exhibitors everywhere who will ultimately benefit. . . . With Doris Day in his corner, Marty Melcher can't help winding up as a top music publisher.

¤ ¤ ¤

DRUM BEATERS: The Saranac Lake world premiere of Warners' "The Silver Chalice" for winning the Christmas Seal sales contest is the most natural spot in the nation for the event. . . . Creating world goodwill for Hollywood, AMPP tied in with American Red Cross campaign to promote International Student Week by arranging studio tours for foreign students from 26 nations. . . . Manufacturers of waterproof products from wrist watches to "wet proof" cigarettes are trying to hitch on to RKO's bandwagon openings of the Jane Russell starrer, "Underwater." . . . Johnny Flinn has David Niven and Barry Fitzgerald on tap for the twin-city premiere of Allied Artists "Tonight's the Night" in Minneapolis and St. Paul. . . . Brazilian officials want Scott Brady, Raymond Burr and Johanna Matz for Lippert's world preem of "They Were So Young." . . . and they may get 'em.

Disneyland on TV To Sell Pictures

The Disneyland TV show over the ABC-TV network will continue its promotion of motion pictures, highlighting the Walt Disney releases at neighborhood theatres, a run-down of forthcoming shows indicated.

Among the features promoted are Disney's "Lady and the Tramp," "20,000 Leagues Under the Sea" and the reissue of "Pinocchio."

M-G-M and Desilu In 50-50 Film Deal

HOLLYWOOD, Dec. 12.—M-G-M has signed a contract with Desilu Productions calling for two pictures to star Lucille Ball and Desi Arnaz, who were seen this year in the studio's "The Long, Long Trailer."

Under terms of the agreement, the pictures will be financed by M-G-M with Desilu, producers of TV shows, participating on 50-50 basis.

V. C. Elects in Cleveland and Milwaukee

Variety Club tents in Milwaukee and Cleveland have announced the results of recent elections.

Oliver Trampe was chosen chief barker of Tent No. 14, Milwaukee, succeeding Ben Marcus. Other new officers are Edward Johnson, first assistant; Morris Anderson, second assistant; Joe Imhof, property master, and William J. Pierce, dough guy.

Jack Silverthorne was reelected chief barker of the Cleveland tent, and committee personnel were appointed. The house committee will be headed by Irwin Shenker, assisted by Leonard Finesilver, Jules Livingston and Leroy Kendis. Henry Greenberger is the new chairman of the heart and welfare committee, which also includes Leonard Greenberger and Milton Grant. The publicity committee consists of Duke Hickey, chairman; Robert Ancell, Joe Mayer and William Dougherty, and the finance committee is headed by I. J. Schmertz, chairman, assisted by M. B. Horwitz, Abe Kramer and Nate Schultz.

Other committees and their members are: entertainment: Dan Rosenthal, chairman; William Dougherty, Bill Gordon, Leonard Greenberger; maintenance: Tom McCleaster, chairman; Peter Rosia, Nate Shultz, Ernest Sands, William Dougherty; ways and means: Leonard Greenberger, chairman; Edwin R. Bergman, Irwin Shenker, Justin Spiegle; golf: Tom McCleaster, chairman; Dan Rosenthal, Harry Buxbaum, Gene Vogel; and tickets: Edwin R. Bergman, chairman, Sanford Leavitt, Manny Glick, Jack Lewis.

4 Start, 3 Finished; 34 Films in Work

HOLLYWOOD, Dec. 12.—Only four pictures started and three pictures finished last week, for a grand total of 34 pictures now in production.

Started were: "Girl Murdered," Burt Kaiser Prods. (Independent); "Love Me Or Leave Me," CinemaScope, color (Metro - Goldwyn - Mayer); "The Girl Rush," VistaVision, Technicolor (Paramount); "Female On The Beach," (Universal-International).

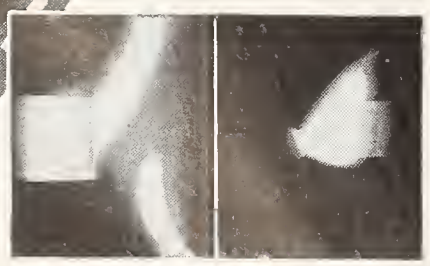
Completed were: "Five Against the House," (Columbus); "Magic Fire," Trucolor (Republic); "Strange Lady In Town," CinemaScope (Warner Brothers).

One 'C,' 1 'B,' 11 'A' In Latest Legion List

"Illicit Interlude" has been placed in Class C and "Affairs of Messalina" in Class B in the latest listing of the National Legion of Decency, which also rated 11 films as Class A, eight in Section 2 and three in Section 1.

In Class A, Section 2 are "Country Girl," "Desiree," "Doctor in the House," "Green Fire," "The Heart of the Matter," "The Outlaw's Daughter," "Last Time I Saw Paris" and "White Orchid."

The three pictures in Class A, Section 1 are "Cannibal Attack," "Cattle Queen of Montana" and "The Far Country."



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All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 113 NEW YORK, U.S.A., TUESDAY, DECEMBER 14, 1954 TEN CENTS

Expiration Near

RKO Pictures Board Set for Hughes Move

Directors to Meet Here Tomorrow, Deadline Day

The board of directors of RKO Pictures will meet here tomorrow in readiness to act in light of tomorrow's expiration date of the company's option to Howard Hughes to tender his stock for the $6 per share offered to all holders.

The expiration date of the company's offer to Hughes precedes by 16 days, the expiration date of RKO Pictures' bid to all other holders, including Atlas Corp.

As of late yesterday there were no indications what Hughes may elect to do, either to tender his 1,262,000 shares or ignore the expiration date. There is a possibility that the board may decide to extend the Hughes'

(*Continued on page* 4)

'Holders to Receive Proposal to Double Col. Common Shares

Stockholders of the Columbia Pictures Corp. will be asked at the company's annual meeting here on Friday to approve or disapprove a proposal to amend the certificate of incorporation so as to increase the authorized common stock from 1,000,000 to 2,000,000 shares at a $5 par value.

Columbia Pictures secretary Charles Schwartz, in his notice to company stockholders, disclosed that the company has followed a practice in recent years of paying stock dividends on its common stock. By amending the certificate of incorporation to double the

(*Continued on page* 4)

RKO N. Y. Meeting Gets Product Plans

Howard Hughes' "Underwater!" will go into general release on Feb. 9 with a minimum of 32 openings in branch cities, Walter Branson, RKO's world-wide sales manager, announced here yesterday at the opening session of the company's regional sales meeting at the Hotel Warwick.

Branson also brought the sales staff up to date on details of the forthcoming product to be delivered for RKO

(*Continued on page* 4)

U.K. Circuit Rejoins CEA

By PETER BURNUP

LONDON, Dec. 13.—The Sheckman Circuit, which resigned its membership in the Cinematograph Exhibitors Ass'n here recently, has rejoined the organization with Sol Sheckman declaring that although he questions certain of the Association's attitudes he appreciates that it would be unethical of him to remain outside while deriving benefits from the Association's work.

A spokesman for the J. Arthur Rank Organization, whose theatre affiliates also withdrew from C.E.A. recently, when told of Sheckman's

(*Continued on page* 4)

Vistarama Lens Will Be Widely Available

From THE DAILY Bureau

HOLLYWOOD, Dec. 13.—Vistarama, Inc. president Carl W. Dudley today announced that the company will make the Vistarama anamorphic lens (compatible with CinemaScope) available to all producers on a "very reasonable basis," which he did not define in detail.

Dudley also disclosed that an American releasing corporation will use Vistarama in photographing "The Day the World Ended."

Committee to Recommend

COMPO-POLL START ON THANKSGIVING

Would Extend Thru Dec. 7, thus Avoiding Conflict with Academy Awards in March

The committee appointed by the Council of Motion Picture Organizations to make plans for an annual national audience poll that would choose the best picture of each preceding year will recommend to the COMPO governing committee that the first poll be held from next Thanksgiving Day to midnight of the following Dec. 7 and that the pictures eligible for the vote be those released and publicly exhibited between Nov. 1, 1954, and Nov. 1, 1955.

Choice of the date was made at a meeting of the committee held over the weekend here at the Sheraton Astor Hotel. Original date set for the poll, when the committee drew up its first plans last June, was the first two weeks in Jan., 1955.

Inability to get the poll under way for the January date and a desire to avoid conflict with the Academy "Oscar" awards in March were given by the poll committee as its reasons for setting the Thanksgiving—Dec. 7 date for the voting.

The committee decided to withhold other details of its plans pending a meeting immediately after the holidays with the COMPO governing commit-

(*Continued on page* 5)

EFFG Files SEC Stock Registration

WASHINGTON, Dec. 13. — The Exhibitors Film Financial Group Inc., has filed a registration statement with the Securities and Exchange Commission seeking registration of one hundred thousand shares of its $100 par capital stock, the SEC announced.

The stock, the entire stock of the group, is to be offered for public sale directly by the company, with no underwriting involved, according to the registration statement. The group is the TOA-sponsored organization aiming at providing funds to finance the production of films by independent producers.

The registration statement said that the net proceeds of the financing

(*Continued on page* 5)

Paul Raibourn Says

Industry Must Intensify Public Interest in Films

By MURRAY HOROWITZ

One of the major problems of the industry in 1955 will be to intensify the efforts to get more of the public interested in what is being produced by Hollywood, according to Paul Raibourn, vice-president of Paramount Pictures.

Raibourn, interviewed on the outlook for 1955, made it plain that he considered the job of selling the public on Hollywood product a dual one, requiring just as much effort on the part of the exhibitor as on the producer. The Paramount vice-president was of the opinion that this selling job cannot be adequately handled by an all-industry organization, contending that the public will not buy films in general on institutional ad programs, but they will buy individual pictures. The nature of an all-industry organization lessens the possibilities of selling individual pictures, Raibourn added.

Paul Raibourn

As to the outlook of business in 1955, Raibourn forecast that it would be good, basing his prediction on what he considered the healthy economic levels in the U. S. which will allow people more leisure time to enjoy themselves.

Regarding the plans of Paramount, Raibourn pointed out that the studio

(*Continued on page* 5)

No Interference As First Ohio Non-Seal Film Opens in Cleve.

Special to THE DAILY

CLEVELAND, Dec. 13.—"Without Pity," an IFE release, opened at the Circle Theatre here yesterday, the first picture to be shown in Cleveland without a censor seal, although advertising was rejected by the "Plain Dealer" but accepted by the "News" and "Press."

The film was accepted by a mixed

(*Continued on page* 4)

Ohio Theatre Sale Schine-Trial Subject

Special to THE DAILY

BUFFALO, Dec. 13.—Trial of the Schine Theatres contempt of court case resumed this afternoon before Federal Judge John Knight with two witnesses describing the purchase of the lease of the former Schine-operated theatre in Delaware, Ohio,

(*Continued on page* 4)

Personal Mention

JAMES E. PERKINS, Paramount-International director in the British Isles, will arrive in New York from England today aboard the "Queen Elizabeth."

•

SEYMOUR MAYER, Loew's International director in the Near and Far East, has returned here following a three-month trip to the offices and theatres of the region.

•

PAUL F. THOMAS, treasurer of Altec Service Corp., has left New York on a trip through the Southern states, with the first stop scheduled for Atlanta.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager, arrived in Hollywood yesterday from New York.

•

MILTON E. COHEN, Eastern and Southern division manager for United Artists, will return to New York today from the South.

•

DR. HANS HASS, producer of undersea films, is scheduled to arrive in New York from Europe tomorrow via B.O.A.C.

•

IRVING SHIFFRIN of the Allied Artists exploitation department, has returned to New York from Minneapolis.

•

JOHNNY GREEN, M-G-M studio musical director, returned to New York yesterday from Hawaii.

•

STANLEY GOLDSMITH, M-G-M unit business manager, will leave New York by plane today for India.

•

DOROTHY SQUIRES, British actress, arrived here yesterday from London via B.O.A.C. Monarch.

•

SOL C. SIEGEL, producer, has arrived in New York from the Coast.

•

DAN DAILEY has arrived here from Hollywood.

A.A. Drops Effort To Buy 'Alouette'

HOLLYWOOD, Dec. 13. — Allied Artists has withdrawn from negotiations looking toward purchase of Jean Anounilh's "Alouette," which had been considered as a property for John Huston. "Alouette" will be produced in a stage version shortly.

Honor Hoblitzelle

Karl Hoblitzelle, president of Interstate Circuit of Texas, has been awarded the Papal Medal of Good Merit. The medal, authorized by Pope Pius XII, was presented to him earlier this month by the Most Rev. Thomas K. Gorman, Bishop of Dallas and Fort Worth at the dedication of a new building of St. Peter's Academy in Dallas. Although not a Catholic, Hoblitzelle contributed $100,000 toward the building fund of $250,000 for the new building.

Will Ask Retention of 52% Corporate Tax

WASHINGTON, Dec. 13. — The Administration has decided to ask Congress to continue the present 52 per cent corporate income tax rate.

This was revealed by Republican members of Congress attending a briefing session at the White House today. Under present law, the rate was scheduled to drop to 47 per cent on April 1.

Need Seen for Revenue

The Republican lawmakers said that the Treasury's serious need for revenue had swayed the Administration in favor of seeking the extension of the high corporate tax rate and also of present excise rates on liquor, cigarettes, gas and autos, also scheduled to drop April 1 under existing law. The Administration decision means the Treasury will very likely oppose any industry requests for new tax relief.

Macy, 20th, Skouras Children's Yule Host

A series of Christmas theatre parties for 25,000 children from metropolitan charity and welfare groups has been planned jointly by Macy's New York, 20th Century Fox and Skouras theatres in the area. The project, involving 10 theatres in three boroughs, will offer a special morning showing of "Miracle on 34th Street," cartoon shorts, a talk with Santa Claus and candy bars for each youngster.

The first of the parties was held last Saturday at 9:30 A.M., and will be repeated on the two succeeding Saturdays, Dec. 18 and Christmas morning.

Missouri, St. Louis, Dark Due to Product

ST. LOUIS, Dec. 13.—The 3,441-seat first-run Missouri Thearte will be converted into a public auditorium because of a shortage of top first-run product available, according to Edward Arthur, general manager for Fanchon & Marco-St. Louis Amusement Co., operators of the house.

Two other first-run houses here are absorbing all of the better films available, according to Arthur, who has closed the theatre. The theatre operators will try to rent the Missouri on a day-to-day basis for conventions, sales meetings, special stage and picture attractions.

DCA Names Milton Talent Scout Here

Frank Milton, long associated with the Broadway legitimate theatre, has been appointed head of casting and of new talent in the East for Distributors Corp. of America, it was announced here yesterday.

Milton's duties will also entail the purchase of legitimate stage show properties for DCA.

Bernstein Says UK Business Up 30%

Theatre business in England is 30 per cent better this year, ended Sept. 30, than last year, Sidney L. Bernstein, chairman of Granada Theatres, Ltd., and Transatlantic Pictures Corp., declared here yesterday.

Bernstein, who is in this country looking at Hollywood product and conferring with major company executives, said that he "sees no reason why this increase should not continue so long as Hollywood doesn't get too far distant from ordinary people."

An important contributing factor to the upswing in business, Bernstein said, was CinemaScope and stereophonic sound.

Holdovers, for First Time

"Something that has never happened before has taken place," he said. "They are the holdovers in the London suburbs because of CinemaScope."

In about nine months something new will be introduced, he said; namely commercial television. Bernstein said he was setting up a TV station, Granada TV in the Northern region, and that it is being watched with great interest.

Para. to Hold Yearly Promotion Meeting

HOLLYWOOD, Dec. 13.—The international promotion coordination meeting held here last week by Paramount will be made an annual event, Y. Frank Freeman, vice-president and studio head, said at the final session. The meeting, closing on a note of high enthusiasm, was described by Freeman as "most effective for all." He made his remarks at a joint session with distribution representatives who met at the studio concurrently during the week.

Gov't Seeks May 30 for 16mm. Trial

From THE DAILY Bureau

HOLLYWOOD, Dec. 13.—Although the scheduled appearance of opposing counsel in the Government's 16mm. suit against 12 defendants was postponed by agreement today to next Monday, so that attorneys can continue conferences looking toward simplification of the basic issues, Government attorney James M. McGrath disclosed that the Government is urging the court set May 30th as the trial date instead of Sept. 6th, which, he revealed for first time, has been regarded as the tentative date.

Defense counsel, McGrath said, is seeking a later date. There is a possibility that the date for the trial will be determined finally next week.

Cooper Co-Producer Of 'Seven Wonders' As 3rd Cinerama

From THE DAILY Bureau

HOLLYWOOD, Dec. 13.—Merian C. Cooper, co-producer of "This Is Cinerama," today disclosed he will co-produce the third Cinerama feature, "Seven Wonders of the World," and took active steps toward getting the project under way. In this connection, he declared:

"I have worked unofficially with Lowell (Thomas) on 'Seven Wonders' since his conception of the idea. I have always felt this subject was of such scope and magnitude it could not be made cheaply and quickly and at the same time well. Lowell has now informed me that sufficient finances to meet the budget I required will be made available, so I am delighted, under these circumstances, to join him officially as co-producer."

Marton Sent to Greece

The first move toward active production on the film was the sending of director Andrew Marton, who resigned from M-G-M a fortnight ago, to Athens, Greece, to resume the filming which had been interrupted by the recent illness of director Ted Tezlaff.

Also on Cooper's advice Thomas signed Max Steiner to compose, and Lou Forbes to direct the music score for "Seven Wonders."

Cooper said C. V. Whitney, president of C. V. Whitney Pictures, Inc., of which he is vice-president, and John Ford, his partner in Argosy Pictures, are in complete agreement with him concerning his undertaking of "Wonders" and that his work on it will not interfere with CVW or Argosy plans.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"DEEP IN MY HEART"
In Glorious COLOR starring
JOSE FERRER • MERLE OBERON • HELEN TRAUBEL
An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

2 GREAT I.F.E. HITS
Gina Lollobrigida
13th WEEK
"Bread, Love and Dreams"
5th AVE. & 58th ST. Paris

5TH RECORD BREAKING WEEK
89,652 New Yorkers have seen it!
S. HUROK presents VERDI'S AIDA
Little CARNEGIE 57th St. at 7th Avenue
in COLOR

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Christmas SALUTE *to Patients*

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News Roundup

Leases Fabian Property

The lease on the old Harmanus Bleecker Hall property in Albany, held by Fabian Theatres, has been purchased by Joel Carroll of Elmira who may erect an office building on the site.

■

To Telecast Premiere

The opening night ceremonies preceding the premiere of Allied Artists' "Tonight's the Night" at the 52nd St. Trans Lux on Dec. 22 will be telecast by WPIX with Tex McCrary and Jinx Falkenberg as emcees. Premiere receipts will go to the New York Foundling Hospital.

■

Seattle House Passes

Workmen have started to tear down the Metropolitan Theatre in Seattle which opened in 1911 and which has housed both legitimate and film attractions. G. C. Field, the architect who designed the theatre, sat in the same seat on closing night that he occupied when the theatre opened on Oct. 2, 1911.

■

Aids Charity

The Film Colony Club of San Francisco, which consists of girls connected with the film industry, has raised $1,000 from its Christmas card project which will be donated to the Variety Club's Blind Babies Foundation.

■

Cleveland to Elect

The Cleveland Motion Picture Exhibitors Association will meet on Jan. 6 to elect officers for the coming year. A buffet luncheon will be served prior to the business session.

■

Albany V.C. Project

Having netted $7,000 from its second annual inter-city boxing championships and having collected $3,000 on special promotions, the Albany Variety Club tent is launching a "Big Brother" drive.

Boston Exhibitors To Produce Short

BOSTON, Dec. 13.—Cyrus Harvey, Jr., Byrant Haliday and Myles Morgan, owners and operators of the Brattle Theatre, Cambridge, are entering the production end of the business. They have bought the screen rights for James G. Cozzens' Pulitzer prize-winning story "A Clerical Error," which they will shoot in Boston at the Scollay Square Theatre, long closed, which will be used as a studio.

The film, a two-reel short, is aimed at release in art theatres and will be available around the first of February. It will star Martin Koleck and Ward Costello and will be produced and directed by Myles Morgan. These Brattle Theatre owners recently formed Janus Films Corp., to distribute foreign films nationally.

RKO Board

(*Continued from page* 1)

deadline as well as the deadline of Dec. 31 for all other holders.

According to one person close to the situation, it would be idle to guess what Hughes or Floyd Odlum, head of Atlas, may do, both being principals who always have played their cards close to their chests. Odlum in his report to Atlas stockholders regarding the possibility of acquiring RKO Pictures put a Dec. 31 deadline on any consummation of a deal.

If Hughes would tender his stock, Atlas, which controls 1,200,000 shares of RKO Pictures stock, would automatically become owner of the controlling interest and could assume management responsibility of the inactive company at once. The company sold its assets to RKO Radio for $15,000,000 and that cash and a tax loss carry-forward which interests Atlas are its sole remaining assets.

RKO N. Y. Meet

(*Continued from page* 1)

release during 1955 by six major independent producers. All of these features, a minimum of 13, will be lensed in color and for wide-screen projection by their producers.

Midwestern sales personnel heard the same announcements in Chicago, where Sam Gorelick, Midwestern district manager, presided at the opening of another regional sales meeting being held concurrently with the New York conference. J. R. Grainger, president of RKO Radio Pictures, discussed forthcoming releases and future productions at the Chicago meeting.

Stars Aid 'Cruz'

Gary Cooper, Denise Darcel and Sarita Montiel, the three stars in United Artists "Vera Cruz," will tour a dozen key cities from coast to coast on behalf of the picture.

Stars Off Friday for Army Posts Abroad

HOLLYWOOD, Dec. 13. — In the largest single holiday entertainment mission in the history of the Hollywood Coordinating Committee, 71 entertainers, plus 17 USO musicians, begin departing Friday for military installations in Europe, North Africa, the Far East, Alaska, Azores, Iceland and Scotland, to entertain military personnel. Separated into seven units, by destination, the entertainers will leave Los Angeles for two-week tours spanning the Christmas and New Year's holiday period.

Schine Trial

(*Continued from page* 1)

the government charging that the previous alleged sale of the lease to Joseph Cohn of Cleveland was "fictitious."

Steve Polites, a Delaware restaurant proprietor, and Raymond F. Watts, Anderson, Ind., manager of two drive-in theatres who managed the two Schine theatres in Delaware, said Polites purchased the Star Theatre for $7,000 in February of 1950.

Watts said he answered a blind advertisement in a theatre industry paper early in 1950 offering the Star for sale.

Contacted by Lawyer

He answered the advertisement with the idea of buying the theatre himself, he said, and was contacted by Joseph Klein, Cleveland attorney.

Klein has been identified as an attorney for Schine Theatres. The witness said that Polites shortly thereafter told him he wanted to buy the theatre and would buy it if Watts would help run it. He said he agreed and that they went to Klein's office in Cleveland where the sale was completed.

Review

"The Other Woman"

(20th Century-Fox)

ANOTHER Hugo Haas vehicle, this time with the motion picture industry as the background, is offered in this 20th Century-Fox release, dealing with the downfall of a man because of a woman. Producer-director-writer-actor Haas in "The Other Woman" places himself in the familiar role of a director.

Cleo Moore, who has accompanied Haas on several of his journeys into the more lurid aspects of passion, portrays a bit player who fumbles an opportunity for a small role in his latest picture. She blames him for her failure and vows to seek revenge. Together with her boy friend, she concocts a scheme to make it appear as if she and Haas have had an affair. Having been drunk at the time, he can't rely on his hazy memory.

Although he tries to avoid her, she knows that he can't afford a scandal. She next confronts him with the news that she's pregnant and threatens to tell his wife. The poor fellow reaches the breaking point and carefully plans her demise. His conscience catches up with him after it's too late.

A few interesting inside details of the film industry are depicted including Haas' reluctance to change his arty directorial style and his insistence that the majority of films are aimed for juveniles. These controversial tidbits, however, are never more than casually mentioned.

"The Other Woman" is a typical Hugo Haas production. There are times when the dialogue is loaded with realism and others when it's just ludicrous. The character of the director is conceived logically while that of the girl is completely lacking in motivation other than a bare hint or two that she might be unbalanced. However, it always manages to hold the interest and should be fairly well received by adult audiences.

The acting is generally good although Miss Moore's version of sex appeal is too stilted. The supporting cast is unknown. Robert Erlik is listed as associate producer of this H. & H. production.

Others in the cast include Lance Fuller, Lucille Barkley, Jack Macy, John Qualen and Jan Arvan.

Running time, 81 minutes. Adult audience classification. For release in December.

Columbia

(*Continued from page* 1)

amount of authorized stock, there will be available to Columbia additional shares for future stock dividends and for other corporate purposes, he said.

From 1945 to January, 1954, the corporation paid stock dividends of two and one-half per cent. In addition, a 50 per cent stock dividend was paid in December, 1945, and a five per cent stock dividend is payable on Dec. 7, 1954. The number of shares which Columbia will have issued by Dec. 7 will aggregate 797,446.

Stockholders will also be asked to elect nine directors, to approve and ratify president Harry Cohn's contract, to consider and act so as to change the authorized no par value common stock into common stock having a $5 par value, to elect independent public accountants and auditors, to act on a stockholder resolution and to transact other business.

Ohio Non-Seal Film

(*Continued from page* 1)

racial adult audience as "just another entertainment picture," with no police interference or supervision. The box-office was reported at "slightly above average."

The picture had been rejected four times by the censors in its entirety. Emanuel J. Stutz, in booking the picture, said he considered it to be a celebration "of a truly historic victory."

The Ohio Supreme Court recently ruled that the state censorship law was illegal.

Rejoins C.E.A.

(*Continued from page* 1)

about-face said with some surprise: "So soon?"

It now appears extremely likely that with Associated British Cinemas standing strongly by C.E.A., the Rank Organization also may return to the fold, subject to some curbs being imposed upon C.E.A.'s general secretary W. R. Fuller.

A face-saving formula in that regard is now in the course of active preparation.

Variety Club Elects In Oklahoma City

OKLAHOMA CITY, Dec 13.—Dave Hunt, former Republic Pictures manager, now KWTV film director, is the new Variety Club Tent 22, chief barker. Also elected today were Don Tullius, Warner Brothers' branch manager, first assistant; Claude Motley, Video Theatres official, second assistant; Paul Rice, Paramount salesman, property master; George Fisher, M-G-M manager, doughguy, and Sam Orunk, Buena Vista salesman, international canvasman.

More Stars to Saranac

SARANAC LAKE, Dec. 13.—In addition to Virginia Mayo and Jack Palance, the list of Hollywood stars who will attend the world premiere on Friday of Warner Brothers' "The Silver Chalice" now includes Tab Hunter, Paula Raymond, Ann Robinson, Lucy Marlow, Gonzales-Gonzales, Marian Carr and Lori Nelson. The contingent will be led by radio-TV star Art Linkletter. Victor Saville, producer, also will attend.

Raibourn

(Continued from page 1)

would produce from 18 to 27, the range of films it produced for the past four or five years. "I don't think anything but the big picture has a chance in today's market," he declared.

Questioned on the issue of standardization of techniques, Raibourn expressed his opinion that no doubt there will be a tendency to one technique. What that technique will be, he added, still produces some lively arguments. Speaking of Paramount's system, VistaVision, Raibourn said the public has shown a keen appreciation of the effects in the system.

Sees Auto Big Competitor

Raibourn, referring to other competitive entertainment media, contended the automobile rather than television remains the industry's chief competitor. Some of this competition, he pointed out, has been coralled by drive-in theatres. However, in reference to his over-all contention, Raibourn pointed to some recent figures released by the Council of Motion Picture Orgnizations which indicated the big drop in weekly attendance occurred between 1946 and 1948, one year before the "blossoming" in 1949 of the television medium. By 1946, Raibourn went on, all the war restrictions on automobiles had been lifted.

Fisher Motion for New Trial Denied

Federal Judge Matthew T. Abruzzo has denied in its entirety the motion for a new trial in the anti-trust suit brought by Fisher Studios and Robert V. Fisher against major distributors alleging anti-trust law violations with respect to the availability of 16mm. versions of their films. The action sought treble damages and injunctive relief.

The motion for the new trial was made after a decision had been entered affirming a special master's report which directed that David H. Isacson and the New York law firm of Malkan & Isacson be disqualified from representing the plaintiffs in the action. It had been found that Isacson while formerly employed as an attorney by Sargoy & Stein, a law firm representing some of the defendants, had access to confidential information which he would be able to use against them in the present action in disregard of obligations under the canons of ethics.

In denying the plaintiff's motion for a new trial, Judge Abruzzo in U.S. District Court here said he found the "new" evidence of no consequence and that had it been presented before the special master it "would not have produced any different result."

Times Sq. Marquees To Salute 'Business'

Nine theatres of the Times Square area on Thursday will extend a special marquee salute to Irving Berlin's "There's No Business Like Show Business," which will have its world premiere that night at the Roxy Theatre.

The salute will consist of blinking lights or special lines on the marquees of the Astor, Victoria, Paramount, Globe, Mayfair, Rivoli, Palace, Capitol and Loew's State theatres.

Television--Radio

with Pinky Herman

NOT unlike his contemporaries Hopalong Cassidy, Roy Rogers, Gene Autry, to mention a few, Cesar Romero's telefilm series, "Passport to Danger," syndicated by ABC-TV Films, has catapulted the suave Romero smack-dab among today's top stars. His newest film, "Vera Cruz," a United Artists epic, which will add new laurels to his collection, opens at the Capitol Theatre in New York on Christmas Day. . . . Roberta MacDonald, TVision featured every day at 3:00-4:00 p.m. across the board on the "Paul Dixon Show" on the DuMont net, comes by her talents naturally. Her mom is Kathryn MacDonald, one of Earl Carroll's most beautiful show gals. . . . Aside to Joe Pasternak: Deejay Dick Doty at WHAM, Rochester, N. Y., has several of Ruth Etting's original platters which may prove useful in your MGMusical, "Love Me or Leave Me." . . . Bill Bivens, emcee-announcer who was associated with Fred Waring for years, has just completed narrations for two telefilms for the U. S. Coast Guard, "Sabotage" and "Sea Cadet."

☆ ☆ ☆

Two years ago when NBC sought a young, energetic and personality-plus type of emcee-announcer-newscaster they signed to an exclusive contract a young fellow named Herb Sheldon. Today Herb has proven himself to be one of the most-listened-to luminAIRies with a sked that consists (besides special guestints, personal appearances, etc.) of a Monday thru Friday (6:45-7:00 a.m.) TV series called "Kids Today," "The Herb Sheldon Show" daily from 8:55-10:00 a.m. (RCA-TV) three five-minute news spots daily on "Today," another TV stint every Saturday morning from 7:00-9:00 a.m. and yet another Saturday morning series (radio) from 9:30-10:30. (We know Herb owns a tux but with this schedule when can he travel?) . . . Joe Dunay, Broadway's ambassador of good will, didn't cease his activities as personal guide to servicemen and servicewomen with the end of the war. He still can be seen daily escorting Armed Services personnel about Tin Pan Alley and radio-TV row. . . . Jimmy Dolan, assistant to Ted Husing at CBS from 1936 to 1948, is the new director of sports at DuMont.

Herb Sheldon

☆ ☆ ☆

Back in the early '30s, Fred Waring's Pennsylvanians were acclaimed the "entertainingest band in vaudeville" Currently on a nation-wide tour totaling 25,000 miles (200 cities) the F. W. troupe which include many original members and is being road-shown as "Pleasure Time 1955," is racking up an imposing string of S.R.O. performances. . . . Atlantic TV Corp. is distributing a special Christmas telefilm, "Beyond Tomorrow," which is a seasonal "natural." . . . The stork next month will visit the Wolfs-Herb and Renee Wolf, that is. (He's producer of the TV-ABClick, "Masquerade Party.") . . . Jack Carroll, former chirper with Tex Beneke and Les Brown orks, has signed with Major Records and his initial release, "Whistling Otto, The Baby Reindeer," published by Vincent Lopez, is a timely novelty that's getting lots of deejay attention. . . . Donna Reed, who won an "Oscar" in "From Here to Eternity," makes her TV debut Thursday on Ford Theatre's telefilm production, "Portrait of Lydia."

Fred Waring

☆ ☆ ☆

Filmack's N. Y. (630 Ninth Ave.) facilities, heretofore used solely to produce special trailers and films for theatres, has been enlarged and the staff increased in order to handle on-the-spot TV and commercial films for Eastern ad agencies. . . . Sarah Vaughn's Mercury disk of Bob Merrill's "Make Yourself Comfortable" may hit the million mark. . . . Max Liebman has signed up a formidable array of talent for his Yuletide production this Saturday of Victor Herbert's "Babes in Toyland"—Wally Cox, Dennis Day, Dave Garraway, Jack E. Leonard, Jo Sullivan, Bill & Cora Baird and Bambi Linn and Rod Alexander. . . . Easily one of the most popular figures in the Mid-West is WINDisk Jockey Jay Trumpeter, who, upon graduation from Northwestern U., spent two years with the AFRS in Nome, Alaska thence back to Chicago.

Compo Poll

(Continued from page 1)

tee, which consists of Sam Pinanski, Wilbur Snaper and Al Lichtman.

Those attending the poll committee meeting were Alice N. Gorham of United Paramount Theatres, Detroit, chairman; Frank H. Ricketson, Jr., and Paul Lyday of the Fox Inter-Mountain Theatres of Denver; Paul Levi of the American Theatres Corporation, Boston; Ralph Russell of the Palace Theatre, Canton, O.; Roy Kaiver of Decatur, Ind., president of Allied Theatres of Indiana; Harry Mandel of RKO Theatres, chairman of the COMPO press relations committee, and Charles E. McCarthy, COMPO information director.

EFFG Stock

(Continued from page 1)

would be used by the company for general corporate purposes. Promoters of the company, which was organized Nov. 18 in Delaware, were listed as the Theatre Owners of America Inc., Samuel Pinanski, who will serve as president, and John H. Rowley, L. S. Ham, Myron N. Blank, E. D. Martin, Walter Reade Jr., and Alfred Starr.

Colonial in Albany Damaged by Fire

ALBANY, Dec. 13.—Fire of undetermined origin caused considerable damage to the stage of the Colonial Theatre here, as Dr. Henry Brown, of New York City, was renovating it for reopening Christmas week. The uptown house had been dark since the spring of 1953, when Malcolm Atterbury closed a stock season, and had not been used for motion pictures in three years. Doctor Brown, who owns film theatres in the metropolitan area, planned to relight the Colonial as a subsequent-run situation. He had spent considerable money on the refurbishing.

Panic Avoided in Miss. Theatre Fire

LOUISVILLE, Miss., Dec. 13.—A theatre manager, Otis Boyles, was credited with being largely responsible for the safety of 600 children and a few adults.

When fire was discovered in the boiler room of the Strand Theatre here, Boyles started at seats nearest the screen and whispered to children on the end of each row to notify others in the row to walk slowly out of the theatre. All marched calmly out without injury or panic. Damage was estimated at $35,000.

'Gate of Hell' in Bow

The Japanese consul-general, Jun Tsuchiya, and Sir George Sansom of Columbia University, were speakers here last night at the American premiere of the Japanese film, "Gate of Hell," at the Guild Theatre under the sponsorship of the Japan Society

THE BIGGEST SPY STORY OF THE DECADE IS BIG BOXOFFICE!

"***Excellent exploitation possibilities*** that should be capitalized upon for good boxoffice returns. Should net word-of-mouth and plenty of publicity. Suspenseful! Fast-moving action!"
—INDEPENDENT FILM JOURNAL

"***Should please most types of audiences!***"
—M. P. DAILY

"Engrossing! The story has been given a realistic touch by its semi-documentary treatment. Mounting suspense throughout! ***Can be exploited to advantage!***" —HARRISON'S REPORTS

"***Suspense-filled!*** Authentic settings and backgrounds, good performances, capable direction and production!" —EXHIBITOR

"Spy meller with documentary flavor. Exploitation value helps fair b.o. prospects. ***Suspense builds nicely.***"
—VARIETY

"***Taut, suspenseful drama.*** Should sell to old and young alike. Sustains interest throughout...screenplay extremely interesting."
—FILM DAILY

"OPERATION MANHUNT"

with

HARRY TOWNES

and JACQUES AUBUCHON · WILL KULUVA

IRJA JENSEN · Produced by FRED FELDKAMP

Directed by JACK ALEXANDER

Original Screenplay by PAUL MONASH

THIS IS IGOR GOUZENKO
in the picture everyone is gasping about...and the author of the best-seller, "THE FALL OF A TITAN," everyone is talking about!

thru UA

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 114 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 15, 1954 TEN CENTS

Talks Begin

Plan 50 Key 'Oklahoma' Bows in 1955

Slate 25 Premieres in US From May Through Aug.

By MURRAY HOROWITZ

Plans are underway to open "Oklahoma!" in the Todd-AO process in 25 key situations throughout the country from May through August, it was learned here yesterday from industry sources.

The 25 key situation openings, it was stated, will follow the scheduled world premiere on the first Todd-AO production here at the Rivoli, slated to bow at the end of March.

According to reported present plans, another 25 key situation openings in the U. S. from August through the remainder of 1955 will follow, bringing the total projected number of theatres slated to play the roadshow en-

(*Continued on page 6*)

'55 Product Top: Balaban

Optimism about prospects for Paramount Pictures in the new year is based on completed product scheduled for release in 1955, "most of which we have seen," Barney Balaban, Paramount president, advises the company's stockholders in a letter now in the mails. The letter lists 20 productions and tells the stockholders something about each.

Barney Balaban

In it, Balaban says that "White Christmas" now "appears certain to be 1954's highest grossing picture of the industry. We are confident that

(*Continued on page 5*)

Product Fills Needs

Better Merchandising Aids Exhibitors, Siegel Says

By LESTER DINOFF

Hollywood is not only turning out better product today, but is giving each picture a better merchandising sendoff than ever before, according to producer Sol C. Siegel, who is in New York for the world premiere tomorrow night of his CinemaScope production of "There's No Business Like Show Business."

Sol C. Siegel

The studios are filling the needs of exhibition despite the cry about product shortage, Siegel said. "If more story material were available, every studio would naturally increase production and then the exhibitors probably would be yelling for good product," he said.

Speaking primarily of independent

(*Continued on page 5*)

Reelect Geo. Skouras President of UATC

George P. Skouras has been reelected president of United Artists Theatre Circuit by the company's board of directors, it was learned here yesterday.

Others reelected were: Harry D. Buckley, vice-president; Raymond V. Wemple, vice-president and treasurer, and A. H. Frisch, secretary.

B'way Stage Mulls Toll TV 'Promise'

Organized legitimate Broadway theatres here will embrace or reject toll TV in light of the medium's offer of profits, according to Herman Levin, president of the League of New York Theatres.

Levin, in response to a question, stated here yesterday that "primarily, stage producers are interested in securing the most money from their plays or musicals. If subscription television, Phonevision, Telemeter or Skiatron, helps build up a play's gross, I am all for it. But if the system hurts

(*Continued on page 6*)

WB Gives 'Army' Negative to AER

The original negative of Warner Brothers' production of Irving Berlin's "This Is the Army" is being turned over permanently to This Is The Army, Inc., on behalf of Army Emergency Relief, it was announced by Warner Brothers Pictures, Inc.,

(*Continued on page 5*)

'20,000 Leagues Under Sea'

[*Disney-Buena Vista*]
(CinemaScope)

EVEN though the works of Jules Verne have given way to the Buck Rogers type of imaginative fiction, his name still is identified as the forerunner of writers of science fantasy. Hewing close to the Verne story-line, Disney has used an equal amount of imagination in transferring the adventure classic to the screen, capitalizing on the technical advancements of photography to capture underwater sequences. Therefore the combination of Verne's famous story and the below-the-surface visual episodes plus considerable excitement above the surface, should be a powerful magnet for customers.

As a novelty, the picture has few, if any, equals. Maintaining a pace

(*Continued on page 5*)

John Davis Says:

U.S. Gov't Not Opposed to Rank Theatres

Is 'Happier' After Talks With Distributors Here

By PETER BURNUP

LONDON, Dec. 14. — The J. Arthur Rank Organization already has ascertained that there is no opposition in Washington to its plans to acquire theatres in the United States in which to exhibit British films, John Davis, managing director of the Rank organization, said in an interview here today.

This possibility had been explored, it was indicated, because of injunctions against theatre operation by large American producing-distributing companies.

Davis said no time has been set yet for activating plans, and that to carry them out fewer than 100 theatres would be needed. While he suggested that outright purchase of the theatres is not contemplated, he declined to say what other plan is being considered.

"We want enough houses," Davis

(*Continued on page 6*)

Hughes Move Spurs Stock

Presumably on the possibility that Howard Hughes may sell his RKO Pictures stock to the company for $6 per share before expiration of the deadline today, giving control of the inactive company to Atlas Corp., New York Stock Exchange speculators traded 20,200 shares of the stock yesterday, sending it to the high price for the year, 7⅜.

If Hughes retains his stock, other shareholders have till Dec. 31 to tender it to the company for $6 a share, unless the deadline is extended another time. If Hughes sells to the company, Atlas could reactivate RKO Pictures and endeavor to put it on a profitable basis which would permit it to make use of its huge loss carryover for tax purposes.

HAROLD HECHT presents
GARY COOPER ★ BURT LANCASTER
"VERA CRUZ"
in SUPERSCOPE
COLOR BY TECHNICOLOR
ADVERTISED IN THE DEC. 28 ISSUE OF LOOK
For more than 13,000,000 readers to see!

Personal Mention

BEN GOETZ, chairman of Metro-Goldwyn-Mayer Pictures, Ltd., London, will arrive in New York today from England aboard the "United States."

•

EDWARD L. IFYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Buffalo from New York.

•

SEYMOUR OSHRIN, 16mm. shipping supervisor for the Army and Air Force Motion Picture Service, and RENEE SILVER, AAFMPS secretary, have announced their engagement.

•

PHILIP M. SHERMAN, son of ROBERT SHERMAN, New York buyer and booker for RKO Theatres, has become engaged to DORIS R. GOTTLIEB of Jamaica, L. I.

•

TONY REDDIN, Paramount director of advertising, publicity and theatres in England, will leave here tomorrow by plane for Paris.

•

MORT NATHANSON, United Artists publicity manager, will return to New York today from a trip through the South.

•

IRVING RAPPER, director, will arrive in New York today from Hollywood. He is enroute to Spain by way of England.

•

ODETTE FERRY, Paramount promotional liaison for Continental Europe, will leave here tomorrow by plane for Paris.

•

ALBERT ALLAN, secretary of Technicolor, Ltd., has left New York for London via B.O.A.C. Monarch.

•

GENE MARKEY and MRS. MARKEY will leave here today today for England on the "Queen Elizabeth."

•

LILY BERGERE, European producer-distributor, is scheduled to arrive here tomorrow from France.

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, left here yesterday for Boston.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, is in Philadelphia from New York.

•

FRANK SINATRA will arrive here tomorrow from Hollywood.

•

HOWARD KEEL will arrive here today from Hollywood.

Mrs. Ruth Warburton

HOLLYWOOD, Dec. 14. — Mrs. Ruth Wilcox Warburton, sister-in-law of Nicholas M. Schenck, president of Loew's Inc., died here. Funeral services will be held on Thursday. The sister of Mrs. Schenck was born in 1905 in Tazewell, Va. The Schenck family has flown here for the funeral services. The brother of the deceased, Fred Wilcox, is a director at M-G-M.

RKO's Executives Leaving For Final Sales Meeting

RKO executives will leave today from Chicago and New York, where concurrent regional sales meetings ended yesterday, to attend the fourth and final sales session which begins tomorrow in New Orleans at the Jung Hotel.

J. R. Grainger, president of RKO Radio Pictures, will arrive in New Orleans tonight from Chicago, where he addressed Midwestern sales personnel.

Walter Branson, world-wide sales manager, who will preside at the New Orleans meeting, leaves New York today accompanied by Herbert H. Greenblatt, domestic sales manager; Nat Levy, Eastern-Southern division sales manager; Sidney Kramer, short subjects sales manager, and Harry Gittleson, executive administrative assistant.

Irving Tushinsky, inventor with his brother, Joseph, of Superscope, will address the delegates to the New Orleans conference. Joseph was a speaker at the final session in New York, after speaking to the Chicago meeting on its first day's session, held in the Blackstone Hotel.

In New York, representatives of Samuel Goldwyn Productions, Walt Disney Productions, Producers Representatives, Michael Myerberg Productions, Distributors Corporation of America, and editors of the motion picture trade press were guests of the company at lunch.

Edinburgh Festival Cites 15 U.S. Films

WASHINGTON, Dec. 14. — Fifteen American motion pictures have received Diplomas of Merit at the 8th International Film Festival held in Edinburgh, Scotland.

Industry motion pictures as well as those made by private firms and government agencies made up the American contribution to the Festival. Among the pictures receiving the award were: "Caine Mutiny," "Riot in Cell Block 11," "On the Waterfront," "Prowlers of the Everglades," "Alaskan Eskimo" and "The Tell-Tale Heart."

TV 'Best Thing' for Films: de Rochemont

BOSTON, Dec. 14.—The introduction of television was "the greatest thing that ever happened to Hollywood," Louis de Rochemont declared here in an address delivered before a non-theatrical group. Television had the effect, he said, of taking away the "sure dollars" from the producers, forcing them to turn out better and more attractive films.

"The spirit of competition now is keen," said de Rochemont, "and public taste is no longer being misjudged." He called for an "experimental film workshop" which would be used to dramatize subjects outside the entertainment field. Television, he pointed out, presents many public service programs, and motion pictures can give outstanding public service by reflecting dramatically and realistically national and international events and problems.

1,600 to Attend 'Girl' Bow Here

More than 1,600 persons, including former Olympic champions, will be present at tonight's world premiere of Paramount's "The Country Girl" at the Criterion Theatre here.

All proceeds from the event will be turned over to the United States Olympic Fund to help send the American team to Australia in 1956.

Yugoslav Pact Talks in January

Negotiations on a new Yugoslavia film deal will get under way here in January with the slated arrival of officials of Yugoslavia Films, the sole import agency designated by the Yugoslavian government to handle U.S. films there.

The talks, it was learned, are designed to break the present impasse between the Motion Picture Export Association and Yugoslavia Films. The impasse grew out of a demand by Yugoslavia Films to pare down the payment for U.S. films. Although in a separate deal, it was learned, Yugoslavia Films is paying Loew's $4,500 per film, the agency has sought to pay less for films of other MPEA member companies. Besides Loew's, several independent American film companies have made deals with the government-endorsed agency, a condition which has cut down the flow of American films to Yugoslavia at present.

Initially, MPEA made a deal with the Yugoslav import firm of Croatia Films, an agency which failed to get Yugoslav government approval to participate in the convertability of Yugoslav currency into American currency under the U.S. information media guarantee program.

SDG Awards Dinner Slated for Feb. 16

HOLLYWOOD, Dec. 14.—Screen Directors Guild president George Sidney today disclosed that the Guild's fourth annual Awards Dinner will be held Feb. 16, at the Biltmore Bowl, with 900 expected to attend.

Awards for the best motion picture; best television film and best lay press reviewer will be announced.

'Murder Is My Beat' To Allied Artists

HOLLYWOOD, Dec. 14.—Allied Artists, today announced the acquisition of distribution rights to Masthead Productions' recently completed "Murder Is My Beat," independently produced under Edgar Ulmer's direction.

Stars Arrive For 'Show'

Four of the top players of Irving Berlin's "There's No Business Like Show Business"—Ethel Merman, Dan Dailey, Johnnie Ray and Mitzi Gaynor—are in New York for the Actors' Fund Benefit opening of the Darryl F. Zanuck CinemaScope presentation at the Roxy Theatre tomorrow evening.

The quartet, along with Sol C. Siegel, producer of the Twentieth Century-Fox musical, and Irving Berlin head a celebrity roster comprising a Who's Who of Show Business and dignitaries from all walks of life, including Mayor Robert Wagner who will provide a welcome to the $5,000,000 picture at the theatre.

A commercially-sponsored telecast will carry festivities at the Roxy, including a musical salute by the 60-piece Freeport High School band, to metropolitan video audiences from 8 to 9 P.M. over WPIX, under the auspices of Nash Motors.

Conducting celebrity interviews over WPIX will be the toastmaster George Jessel, alternating with Tex and Jinx McCrary.

Mrs. Eisenhower Sponsors 'Romeo'

WASHINGTON, Dec. 14.—Mrs. Dwight D. Eisenhower will sponsor a special benefit performance of "Romeo and Juliet," internationally-honored Technicolor film, at the Dupont Theatre here next Monday evening.

Attended by the First Lady, members of the foreign diplomatic corps, cabinet members, Congressional leaders and Washington society figures, the charity showing of "Romeo and Juliet" will benefit the Florence Crittenton Home.

Government officials from the United States and 23 foreign countries will participate in the benefit performance of the United Artists release.

Lowell Thomas Off On Cinerama Tour

Lowell Thomas will fly to London on Friday on the first leg of a round-the-world flight in connection with his forthcoming production in Cinerama, "Seven Wonders of the World." His associate, aviator Paul Mantz, took off yesterday in his reconstructed B-25 bomber to join Thomas in his globe encircling trip. They will be gone one month.

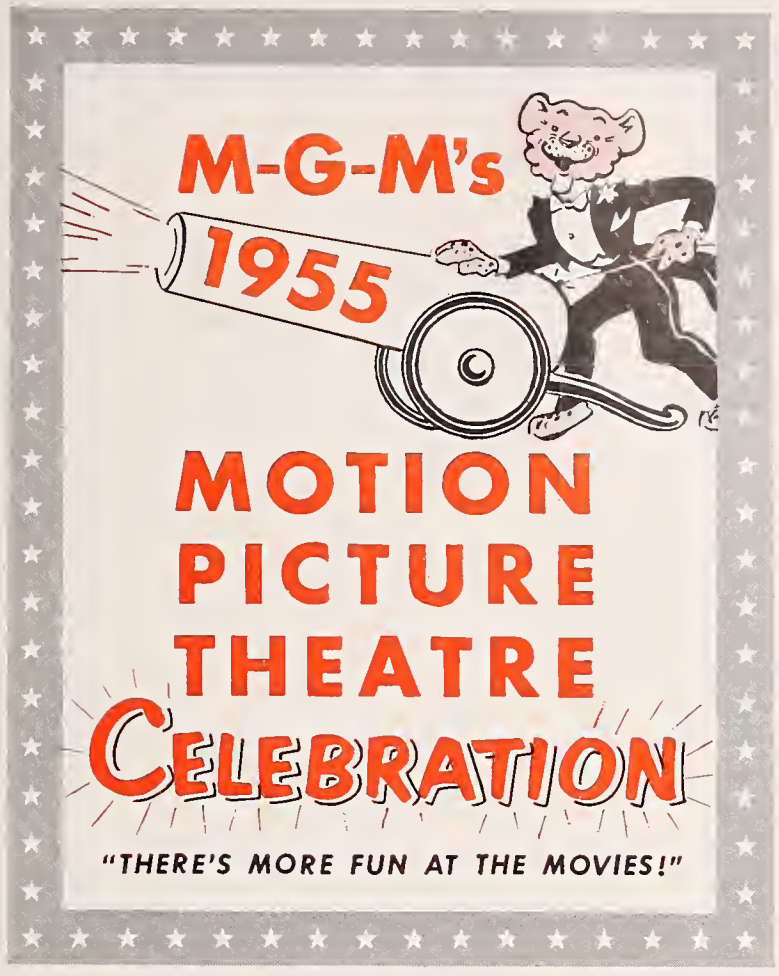
"Seven Wonders of the World" follows the yet unreleased "Cinerama Holiday," which was produced by Louis de Rochemont.

Heart Attack Fatal To Bernard Rubin, 38

CLEVELAND, Dec. 14.—Bernard Rubin, 38, head of Imperial Pictures, here, the only independent distributor in Northern Ohio, died in his office this morning of a heart attack. His wife and three small daughters survive.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. Samuel D. Berns, Manager; William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Better Refresbment Merchandising, eacb published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

IT'S OFF TO A FLYING START!



HEADLINES!

"M-G-M Salute to Theatres box-office stimulant!" —M. P. DAILY

"M-G-M's promotion at community level to stimulate ticket sale!" —FILM DAILY

"Metro's showmanship drive accents 'theatre's place in the community'!" —VARIETY

"Metro's ticket selling workshop a success!" —INDEPENDENT FILM JOURNAL

"Workshops draw blueprint for increased patronage!" —M. P. HERALD

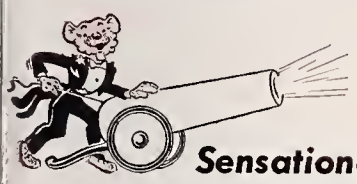
"M-G-M workshop fills hotel's ballroom!" —SHOWMEN'S TRADE REVIEW

"Exhibitors laud M-G-M workshop!" —M. P. EXHIBITOR

"Showmen call workshop 'Tonic'!" —FILM BULLETIN

TALK OF THE INDUSTRY!

M-G-M does it again! Great response from theatres and Trade Press to M-G-M's 1955 MOTION PICTURE THEATRE CELEBRATION. Thanks! Forward in '55! M-G-M's nation wide promotion is perfectly timed to accelerate the box-office upbeat. Tie-in your theatre with a local Celebration to stimulate your business. Watch for M-G-M Press Book, soon available with FREE accessories. You asked for ACTION, Mr. Showman! This campaign is for *you*. Join now!



WOW!

Sensational Preview of M-G-M's

"BAD DAY AT BLACK ROCK"

Market Research Service survey is one of the highest reports in dramatic field. The first public showing last week of M-G-M's first Celebration release held the audience spellbound at Loew's 72nd St. Theatre, N. Y. It's just the beginning!

★

JUST A FEW OF M-G-M's CELEBRATION RELEASES!

Ask your Branch for other fine films available!

"BAD DAY AT BLACK ROCK" *(January)*
(*CinemaScope—Color*) • starring Spencer Tracy • Robert Ryan co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin • Russell Collins

"GREEN FIRE" *(January)*
(*CinemaScope—Color*) • starring Stewart Granger • Grace Kelly Paul Douglas • co-starring John Ericson • with Murvyn Vye

"MANY RIVERS TO CROSS" *(February)*
(*CinemaScope—Color*) • starring Robert Taylor • Eleanor Parker with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

"JUPITER'S DARLING" *(February)*
(*CinemaScope—Color*) • starring Esther Williams • Howard Keel Marge and Gower Champion • George Sanders • with Richard Haydn • William Demarest

"HIT THE DECK" *(March)*
(*CinemaScope—Color*) • starring Jane Powell • Tony Martin Debbie Reynolds • Walter Pidgeon • Vic Damone • Gene Raymond Ann Miller • Russ Tamblyn • with Kay Armen • J. Carrol Naish Richard Anderson • Jane Darwell

"INTERRUPTED MELODY" *(March)*
(*CinemaScope—Color*) • starring Glenn Ford • Eleanor Parker with Roger Moore • Cecil Kellaway

"THE GLASS SLIPPER" *(April)*
(*Color*) • starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester • Barry Jones

"BEDEVILLED" *(April)* (*CinemaScope—Color*)
starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac • Robert Christopher • Joseph Tomelty and Victor Francen

1955—The year of M-G-M's "THE PRODIGAL"

Motion Picture Daily Feature Reviews

"Young At Heart"

(Arwin-Warner Brothers) *Hollywood, Dec. 14*

THIS is just what the box-office ordered. Everyone should fall in love with its warm human family life appeal, smartly tailored to the opening rendition and mood of its popular song title. It was produced in WarnerColor.

Warner Brothers and producer Henry Blanke have every right to burst a vest button for re-styling the successful Fannie Hurst "Four Daughters" story to suit the personable talents of its two stars, Doris Day and Frank Sinatra, with ingratiating portrayals by its co-stars Gig Young, Ethel Barrymore and Dorothy Malone.

Frank Sinatra had the preview audience at the Wiltern Theatre, Los Angeles, in the palm of his hand with a sincere interpretation of a cynical piano-playing singer and composer, with a world's-against-me attitude. His lyrical delivery of such old song standards as "Someone To Watch Over Me," "One For My Baby And One For The Road," and "Just One Of Those Things" in addition to the main and end-title handling of "Young At Heart," which were selected for plot value, offered resonant punctuation to the matchless dialogue of the Julius J. Epstein and Lenore Coffee screenplay.

Doris Day's musical-comedy talents are well blended into the story that also has her answering the demands for a sympathetic, romantic actress. Outstanding among the new tunes introduced by Miss Day is Sammy Fain's and Paul Francis Webster's "There's a Rising Moon For Every Falling Star," which should make the disc jockeys plug-happy.

Credit Gordon Douglas with integrating clever directorial bits, endowing Gig Young with a refreshing new personality, getting Ethel Barrymore to score as a hep spinster with a pixie quality and knitting the young at heart talents of attractive Elizabeth Fraser and Dorothy Malone, as well as Robert Keith, the flute-playing head of a musical family, into a vibrant, charming vehicle.

Liam O'Brien's succulent adaptation of the story has eliminated one of the original daughters and presents Miss Day, Miss Malone and Miss Fraser as the three marriage-minded children of Keith.

Gig Young becomes the object of all their affections when he comes to their home in Connecticut to write the music for a Broadway show. Young becomes enamored of Miss Day, which prompts Miss Malone to accept Alan Hale, Jr., the town's rising young realtor, and has Miss Fraser carrying a heartbreaking torch for Young, while Lonny Chapman, an enterprising plumber, indicates his desire for her hand in marriage.

When Sinatra makes his entry into the household as the arranger-composer for Young's music, Miss Day is unwittingly attracted to his defeatist manner and hopeless attitude for ever achieving recognition of his talent as a composer. Her interest in his career and changing his attitude toward life proves a strong influence. When Young announces that he and Miss Day are to be married, Sinatra is heartbroken and prepares to leave town. An hour before her marriage to Young, Miss Day discovers Miss Fraser's disappointment and gives vent to her true feeling by running off with Sinatra.

Sinatra and Miss Day experience trying times in their first six months of marriage; and at the conclusion of a family get-together for a Christmas holiday celebration, Sinatra believes he is a failure and makes an attempt at suicide. Through tears and prayers at his hospital bedside, Miss Day tells him that he has to pull through for the baby that's on its way. It all ends happily when Frank, fully recovered, and with the new baby in view, plays and sings his newest composition—Mack Gordon and James Van Heusen's "You My Love."

Running time, 121 minutes. General audience classification. Release in January.

SAMUEL D. BERNS

"The Bamboo Prison"

(Columbia) *Hollywood, Dec. 14*

ROBERT FRANCIS, Dianne Foster, Brian Keith and Jerome Courtland are the top-listed names in a long cast in the more or less prescribed pattern of plots about prisoners of war, in this case the Korean conflict. They handle with competence the obligations of a script by Edwin Blum and Jack DeWitt, based on a story by the latter, under direction of Lewis Seiler. It is not, under that billing, a production likely to shatter box-office records as it makes its round of the theatres using films of this calibre, but it has a certain timeliness as to topic in view of the various court martials conducted recently in consequence of deportment imputed to some American prisoners in Korea.

The picture opens on the line of march toward a Red Chinese prison camp at which 70 of an original 166 marchers arrive and begin incarceration. The story narrows down to occupants of a single cabin, expanding later to take in other sections of the camp and finally the town in or near which it is located. Francis plays a hated collaborator whom the audience knows to be an American intelligence agent, and Keith has a similar assignment. Miss Foster is seen as the wife of a former American who now is a high official in Communist ranks, but who doesn't believe in Communism at heart and does believe in Francis and democracy. Like other stories of its kind, this one tells the individual stories of various prisoners, subordinately to the principal story, and the script does a great deal of talking, much of the talk being policy-ridden in one direction or the other, with the good side winning out in the end after long inter-play of opposed forces.

There is, naturally, in view of the nature of the subject, much that is grim and tragic in the picture. Bryan Foy produced.

Running time 79½ minutes. Adult audience classification. Release date not set.

W. R. W.

"Bad Day at Black Rock"

(M-G-M)
(CinemaScope)

TAKING a cast of top box-office players and placing them in a drab Western setting, Dore Schary personally has produced a screen vehicle which is loaded with dramatic ingredients. It should hold audiences in its spell to the very end. Schary and director John Sturges have placed the emphasis on the story rather than on lush production embellishments and the result could make the picture a strong entry in the "Oscar" sweepstakes.

The cast, which is topped by Spencer Tracy, Robert Ryan, Walter Brennan and Dean Jagger, turns in creditable and deft performances instilled with suspense and, at times, slight humor. Millard Kaufman's screenplay which is based on a story by Howard Breslin and a fine cast of supporting players help make this a fresh and distinguished picture. However, the story line in many instances reminds the viewer of "High Noon," where suspicion and violence grip audiences to the fadeout.

For four years, the drab, clapboard town of Bad Rock has been harboring a secret about the murder of a Japanese farmer, and it lives in fear of the future. The Southern Pacific streamliner, which usually barrel-rolls through the whistlestop every day stops one afternoon to deposit Tracy, an Army veteran who has lost an arm in the Italian campaign. New faces and strangers are a novelty in Bad Rock and, immediately, Tracy is looked upon with suspicion and fear that he has come to expose the town's secret. Ryan, a rancher and leader of the murderers, rules the town with an iron hand, making his own laws and appointing law enforcement officers, and interfering in the lives of its citizens.

Tracy discovers the town's secret and in turn, learns that the Japanese farmer had been murdered the day after Pearl Harbor by Ryan and his associates who were drunk. Ryan orders ranch hands Lee Marvin and Ernest Borgnine, who will be recognized as the stockade sergeant with cruel and inhuman tendencies in "From Here to Eternity," to kill Tracy, who is believed to be a police officer of some kind. The suspense is built up time and again. Tracy in reality came to Bad Rock just to deliver a medal to the Japanese. The climax is depicted with utmost suspense.

Andre Previn contributed an effective musical background. Eloquent camera work by William C. Mellor enhances "Bad Day at Black Rock" immeasureably. Excellent support is supplied by Anne Francis, Jagger, a drink-loving sheriff who has a weak stomach for carrying out his duties; Brennan, the sole friend to Tracy who tries to stop his killing; John Ericson, one of the party of murderers; Marvin, a chill-provoking cowhand who knows who is boss; Russell Hastings, a nervous railroad dispatcher, and Walter Sande.

Running time, 81 minutes. General classification. Release in January.

LESTER DINOFF

"Devil's Harbor"

(Deane-20th Century-Fox)

MORE suitable for television presentation than for exhibition in a motion picture theatre because of its old-fashioned and slow-moving melodramatic storyline, 20th Century-Fox has taken this Charles Deane presentation, which was filmed in England, for distribution as a supplement to its own CinemaScope release program. "Devil's Harbor" is certainly not for the discriminating, although some dyed-in-the-wool action fans may enjoy this story about a gang of thieves and its eventual capture due to the aid of a rugged, innocent bystander.

Richard Arlen, one of the screen's old favorites, plays the lead role competently. He becomes involved with the crooks when a package of stolen drugs is suddenly left with him. While the gang tries to recover the package, the insurance company begins its investigation of a series of thefts and eventually Arlen and the detective meet and round up the thieves together, but the long arm of coincidence is in constant focus.

Greta Gynt plays Arlen's girl friend and Mary Germaine is seen as an accomplice of the gang. The acting, generally speaking, is better than the picture itself. This British presentation was directed by Montgomery Tully and written and produced by Deane.

Running time, 71 minutes. General audience classification. Release, in December.

"Gate of Hell"

(Daiei-Harrison)

JAPAN of the 12th Century, with its feudalism, wars, rebellions, ancient customs and intrigues, forms the background of a film rich in production values, firm in structure of story and excellent from a standpoint of photographic skill. It should do well in the art houses. "Gate of Hell" was winner of the Grand Prize at the 1954 International Film Festival at Cannes. It is released in this country by Ed Harrison.

The tragic love story is concerned with the burning desire of a war leader for a woman. Unfortunately the woman is married and this leads to turmoil and tragedy. Thinking to win the woman by killing her husband, the warrior plunges a sword into a sleeping figure which turns out to be the woman, who had deliberately sacrificed herself that her husband might be spared.

The picture bristles with battle scenes. Highly interesting are the paintings, costumes, weapons and temples of the time. Color is exceptional.

Kazuo Hasegawa plays the warrior with Machiko Kyo the wife and Isao Yamagata the husband. A Daiei Production, it was produced by Masaichi Nagata with the direction and screenplay by Teinosuke Kinugasa.

Running time, 89 minutes. Adult audience classification. For December release.

Siegel Says

(Continued from page 1)

product, Siegel said that the producers are giving more careful attention to production values and to the advertising and promotion of their wares. Siegel, who now heads an independent unit at Paramount, described the present film market as an "ideal situation."

Studios have realized that independent producers are better bets, have more latitude in making a film at lower costs, and in turn, are more rewarding for all concerned, Siegel said. "The taxes involved for contract producers are not as high as those for independent producers whose participation deals also provide greater incentive in producing a good film with the material on hand," he said.

Lauds New Media

During the conference with the trade press in his Sherry Netherland Hotel suite here, Siegel, who plans to return to the Coast over the weekend, said that the improvements in CinemaScope lenses and in stereophonic sound also have been factors in bringing out the better quality of current releases.

"If a film is a hit," Siegel said, "there is no limit to its gross. The public's selectivity in entertainment has encouraged producers to determine the subject matter of future product accordingly." Pictures such as "Three Coins," which will gross world-wide about $10,000,000, and "White Christmas," which will gross world-wide an approximate $14,000,000, attest to this, he said.

"The medium, CinemaScope or VistaVision, is secondary," the producer stated. "CinemaScope has already proven its value at the box office, but when making a film, the story must always be considered initially," Siegel said. Also, the virtue of the spectacle in a picture is always better on a big screen and if the story is there, "you are home," he said.

Sees Dearth of Top Talent

Commenting on the talent problems which are confronting Hollywood, Siegel said that it is his hope that television will provide motion pictures with talent because actors have better opportunities to develop in that form. "There is enough medium talent available to studios, but not enough top flight talent," he said. "It is very difficult to find someone young with experience," Siegel asserted.

He disclosed that "There's No Business Like Show Business" cost 20th-Fox in excess of $4,000,000 to produce and it took some five and one-half years to make. In filming the musical, Siegel said that the new anamorphic CinemaScope lenses were used.

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'20,000 Leagues Under Sea'

(Continued from page 1)

that gets off to a fast start in the opening footage, the principal characters are taken through a series of amazing experiences which, although some of them tax the credulity of the viewer, are taken in stride.

CinemaScope adds a great deal to the effectiveness of the production. It would still be an exciting picture if given only the conventional screen-size treatment, but the film takes fine advantage of the sweeping and panoramic effects provided by CinemaScope, especially in the underwater scenes. The color by Technicolor is excellent, in the interior, exterior and undersea shots.

Director Richard Fleischer had a tough assignment when he tackled this production but the results on the whole, are good. The acting of the principals, while interesting, could have benefitted from more restrained direction. In fact, there appears to be a tendency on the part of each of the stars to over-act. However, it does not detract from the fascinating adventures that are woven into the story.

A battle between a giant squid and the crew of the submarine "Nautilus" probably will rank as one of the most exciting and engrossing sequences that have been filmed in many a year. The battle is staged with grim reality and tremendous suspense on a vast watery stage that glimmers with color as a backdrop for the harsh struggle for survival between man and monster.

The all-male cast is headed by James Mason, Kirk Douglas, Paul Lukas and Peter Lorre. The story opens in 1868 in San Francisco. The shipping lanes of the Pacific are menaced by an unidentified creature which has been destroying vessels, with the result that sailors refuse to ship out. On an expeditionary ship, Paul Lukas, an authority on undersea life; Peter Lorre, his assistant, and Kirk Douglas, a harpooner, find themselves thrown together in search of the strange monster. As is well known to readers of Verne, the monster turns out to be a submarine commanded by Mason whose scientific discoveries could destroy the world. Douglas, Lukas and Lorre eventually become the submarine's prisoners on a global tour, permitting them to observe the wonders of the ocean's depths through ingenious diving suits and from the craft's windows. Escape comes only after many adventures.

Considerable credit must go to Franz Planer who was responsible for the unusual photography; Earl Fenton for his screenplay and Elmo Williams who edited the vast footage.

Running time, 122 minutes. General classification. National release not set.

AL STEEN

Says TV Industry Probes Crime Shows

WASHINGTON, Dec. 14. — The television industry is considering large-scale research into the extent to which crime and horror TV programs may be contributing to juvenile delinquency.

This was revealed by Senator Hendrickson (R., N. J.), chairman of a Senate judiciary subcommittee studying juvenile delinquency. The subcommittee has investigated, among other items, the program content of television programs for children. Hendrickson, who leaves the Senate at the end of the year, declared that he had been "unofficially advised that the television industry itself is contemplating significant research into the effects of certain kinds of programming." The retiring law maker urged the Senate to resume investigation next year.

L.A., Denver, Minn. Topping UA Drive

United Artists' Los Angeles, Denver and Minneapolis branches have won the second lap of the Robert S. Benjamin Drive, it was announced by William J. Heineman, vice president in charge of distribution, and B. G. Kranze, general sales manager, who are serving as co-captains of the salute to the company's chairman of the board.

The Benjamin drive will award a grand total of $50,000 in prizes to winners among United Artists' 32 U.S. and Canadian branches, which are competing in three groups of equal grossing potential.

Runner-up to Los Angeles in the first group is the Washington exchange, while the San Francisco branch takes third place.

'Prodigal,' 'Slipper' Tours Set by MGM

Promotional campaigns utilizing a huge glass slipper and a 74-foot railroad car are being prepared by M-G-M to coincide with the national release of "The Prodigal" and "The Glass Slipper," according to Emery Austin, M-G-M exploitation head.

Beginning on or about Feb. 1, one of the largest rolling stock cars in operation on U.S. railroads, a 74-foot freight car, will be transformed into a combination projection room and museum to tour the country in advance of "The Prodigal" openings, Austin said.

The huge 14-foot high glass slipper which was displayed by M-G-M in Macy's Thanksgiving Day parade here last month will be sent about the domestic market to plug "The Glass Slipper" in early March, he said.

Wm. Harper Named FF Assoc. Producer

William A. Harper has been named associate producer by Fred Feldkamp in his newly formed FF Productions. Feldkamp's independent company has scheduled two untitled features for production in 1955.

Harper headed the Marine Corps photographic department on the staff of the commandant during the Korean war. More recently he has been engaged in television and commercial film production in the East.

Masterpiece, AAP Sign

NEW ORLEANS, Dec. 14.—Masterpiece Pictures will distribute in this territory the product of Associated Artists Productions, in accordance with a deal just signed with AAP by Milton Dureau, president of Masterpiece.

Balaban

(Continued from page 1)

more people will pay to see it than have seen any other motion picture for several years.

"Based on this highly favorable reception of VistaVision in 'White Christmas,' we believe we have a practical and economical solution to our industry's efforts to achieve the best techniques for processing and exhibiting motion pictures. We are now producing all our pictures in 'high-fidelity' Vista-Vision."

The letter reports the likelihood of "an acceleration in public interest and discussion about pay-as-you-see television in 1955" and that Paramount feels that the practical advantages of its International Telemeter system "makes it oustanding in the field." It also states that the Lawrence color TV tube, in which Paramount is interested, has been granted important patents and promises to make possible practical prices for mass acceptance of color TV.

WB Gives 'Army'

(Continued from page 1)

producers and distributors of the picture.

With the cooperation of the Army and of theatre owners and their patrons throughout the country, "This Is the Army" earned in excess of $7,800,000 for Army Emergency Relief.

Industry Dividends $22,747,000 in '54

From THE DAILY Bureau

WASHINGTON, Dec. 14. — Publicity reported cash dividend payments of motion picture companies totaled an impressive $22,747,000 during the first 11 months of 1954, compared with only $18,519,000 during the like 1953 period, the Commerce Department reported.

Dividend payments in November amounted to $2,533,000 compared with $1,018,000 in November last year. Commerce officials said the increase was due to large payments this year by Columbia Pictures, National Theatres and Stanley Warner Theatres.

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National Pre-Selling

"There's No Business Like Show Business" Build-up

EMPHASIS was placed on the music of Irving Berlin and on tie-ups, by 20th Century-Fox for the promotional campaign of "Show Business."

MUSIC: Selections from the sound track of Irving Berlin's "There's No Business Like Show Business" are being issued by Decca Records in a special album to be extensively promoted with the national release. All the picture's hit songs are included in the album. The company is alerting its distributors and thousands of accounts across the nation of the album's release, scheduled for this week, urging full cooperation with theatremen. Disk jockeys and juke box operators also are being contacted to award top play to the album, and program salutes to composer Irving Berlin are being lined up in the overall drive.

FASHIONS: A complete line of dress fashions by Natlynn of New York inspired by costumes in "Show Business" was introduced last week before 200 newspaper, magazine and wire service fashion representatives at a special fashion show and cocktail party. The Natlynn drive will feature national TV, radio, newspaper and magazine advertising, regional and local level advertising, cooperative promotions such as fashion shows and contests, and local theatre cooperation by Natlynn's thousands of department and specialty store outlets across the country.

A nationwide contest with top prizes of one week, all-expenses-paid trips to Hollywood or New York or $250 U. S. Defense Bonds has been set by Westbrooke Clothes. Theme of the competition is "Westbrooke Clothes, as worn by Donald O'Connor, are best for me because."

The contest, open to all men between the ages of 15 and 30, requires entrants to complete the sentence in 25 words or less. All entries must be mailed on or before April 30, 1955 to "Fashion Contest," P. O. Box 211—Chelsea Station, New York 11, N. Y.

•

"LOOK's" current issue has three ads on motion pictures: an eye-catching two-page spread in full color on U-I's "The Sign of the Pagan,"—a striking full page on MGM's "Deep In My Heart," and two action-packed facing half pages in color on U.A.'s "Vera Cruz."

•

MGM's "Glass Slipper," starring Leslie Caron, receives prominent mention in the December issue of "Seventeen." A two-page editorial spread is devoted to Leslie Caron's new starring film. "Seventeen" reports that Leslie Caron has the same writer, director and producer in this new film as she had in "Lili."

•

Striking color ad on U-I's "So This Is Paris" will appear in American Weekly's" Dec. 26 issue. "American Weekly's" readership has reached 30,000,000.

WALTER HAAS

Davis Sees No Opposition

(Continued from page 1)

said, "to prove that profits can be made with the new style Rank pictures which are being deliberately tailored for the world market."

He reiterated that 1953 had been the best year ever for Rank distribution in Canada. He also confirmed that more than 50 per cent of Rank's distribution receipts now come from overseas and asked again why returns from the United States are not better.

Nevertheless, Davis admitted that he is "happy" as a result of his conversations with his affiliated American distributors with whom he met during his recent visit to America.

Beginning with the New Year, Davis again said, Rank's entire production schedule will be in VistaVision with single track optical sound. He said the chief virtue of VistaVision is its extreme clarity of definition which, in his view, is unsurpassed by any other medium.

He denied American reports that he made a deal for Rank pictures on television while over there but did not deny that such a deal was a possibility for the future.

Fears TV Competition

Davis said that in his view there is "dreadful" competition from commercial television awaiting British exhibitors when it is inaugurated here. He said that every section of the industry must serve the public to the utmost of its capability to offset the effects of TV.

Discussing Rank's new theatre building program, Davis said that in his view the maximum seating capacity of an average neighborhood house today should be 1,500.

'Oklahoma'

(Continued from page 1)

gagement of "Oklahoma!" in 1955 to 50.

In view of these reported plans, it was learned that Magna Theatre Corp., which holds the exhibition rights to the process, has begun preliminary negotiations for theatres.

Magna Theatre Corp. president George Skouras, when asked for comment on the reported exhibition plans for "Oklahoma!," declined to make any statement. In response to a direct query of whether only United Artists Theatres Circuit houses would be utilized for "Oklahoma!," Skouras replied strongly in the negative. Declared he: "It is the policy of Magna to license 'Oklahoma!' to the most suitable theatres in the community, regardless of whether they belong (to UATC) or not."

The footage of "Oklahoma!" in the Todd-AO and CinemaScope versions are now being examined in Hollywood by producers Oscar Hammerstein and Richard Rodgers, he added, refusing any further comment.

Hear Schine Official On Corporate Setup

BUFFALO, Dec. 14.—At least 100 corporations are wholly owned by Schine Chain Theatres, Inc., a government witness testified in Federal Court here during the Schine trial.

Mrs. Florence D. Torrey, assistant secretary-treasurer of Schine Chain Theatres, also testified that the company owns 50 per cent or more of the stock in a number of other firms.

Mrs. Torrey, who has been employed by Schine 31 years, was questioned in an attempt to show the defendant corporations were under control of the Schine family.

Joseph E. McDowell, Justice Department trial counsel, said the government contends the corporations constituted one business enterprise.

Mrs. Torrey said some of the Schine subsidiaries were in the theatre concessions, theatre operating and printing businesses. She could give no estimate of the number of corporations in which the Schine defendants have an interest of 50 per cent or more.

The witness said the Hildemart Corp. is owned by members of the Schine family. She testified that Elmart is a wholly-owned subsidiary of Hildemart, but denied Hildemart is a subsidiary of Schine Chain Theatres.

B'way Stage

(Continued from page 1)

a show's gross by enabling mass audiences to view the proceedings and eliminates the long run situations, then I will fight it."

In the past, Levin said, television, which has presented portions of plays to home TV audience, has not harmed the box office.

A New York exhibitor representative on the joint anti-toll TV committee viewed subscriber television as a sure way for the government to enter the industry by regulation of product, through censorship of product and rental fees. "Who is going to evaluate the price of a top-Broadway stage play or Grade "A" Hollywood motion picture for exhibition on toll-TV," the exhibitor asked. The small TV station which will present the show most likely will be unable to pay for the product in the first place thereby giving the government an opportunity to step in and regulate prices, he said.

Zenith has said that the local TV station itself would handle the product procurement, the theatreman said, but "who will consider the censorship issue—what is morally sound for telecasting." It was contended at a Zenith seminar of Phonevision here last week that out of the 30-odd plays now being presented on Broadway here, only about two could be shown on TV.

Warners to Produce 'Faust' for Screen

HOLLYWOOD, Dec. 14.—The full technical resources of the screen, including CinemaScope, color and stereophonic sound, will be employed by Warner Brothers in their forthcoming production of the opera "Faust," it was announced here by Jack L. Warner.

Both Gounod's opera and the literary work by Goethe will serve as source material for the production, which Warner stated, will be made as a drama with music and on an "epic scale."

Seek New O. Censor Law

Special to THE DAILY

COLUMBUS, O., Dec. 14.—Censor fees only high enough to cover the expenses of censorship were advocated by R. M. Eyman, state education director and chief Ohio censor. In the fiscal year ending last June, the censor board collected $233,774 via the $3 per reel fee. The board's expenses were $48,336. This left a surplus of $185,438, all of which went into a fund for audio-visual education in Ohio schools.

Where will the state get money for visual education if censorship remains dormant in Ohio? Eyman said he didn't know. "Maybe the education department isn't even the right place for the film censor board," he said.

Wants 'More Specific' Law

Eyman said he and his staff are "sweating out" the job of drafting a new censorship law which presumably would have a provision for lower censor fees. "It will have to be much more specific than the old law," said Eyman.

"In writing the new law we're floundering around with terms," Eyman said. "Words like obscene, vulgarity and lewdness should probably be used." He said that in the future obscenity in movies should be the censors' prime concern. In the past the Ohio board also has cut out action which they thought might stir up racial or religious trouble or incite to crime. But Eyman thinks it is too difficult to pre-judge such effects. He says he feels the time to crack down on such films is when it has been plainly shown they have created trouble after public screening. This represents a right-about-face from the 41-year-old Ohio policy of prior censorship.

Eyman said that members of the censor board "take a dim view" of his suggestion that the censor fees cover only the budget of the board. "They tell me the complaint by the movie people about the fees is just an alibi," Eyman said. Theatremen contend the fee is in reality a tax.

Can Eyman and the censor board draft a new law which will be acceptable to the legislature and which will stand up under the future assaults in the courts?

"I wouldn't say I'm too optimistic about it," said Eyman. "But then I'm not pessimistic, either."

The censor board is still in business, but on a "voluntary" basis only. Eyman said that Attorney General William O'Neill had interpreted the Ohio Supreme Court's 5-2 decision which declared censoring films "unlawful" as removing the censors' power to require submission of films for censoring prior to their exhibition.

Sees Constitutionality in Doubt

Eyman said that "it is quite clear that the law has not been declared unconstitutional nor void." He said the board will accept and review films voluntarily submitted it. Eyman added that this policy will remain in effect until the Legislature acts on the problem. He said that the $3 per reel fee still applies to films voluntarily submitted, reviewed and approved.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 115 NEW YORK, U. S. A., THURSDAY, DECEMBER 16, 1954 TEN CENTS

Session Today

NY Exhibitors To Meet to Map Tax Strategy

May Frame Direct Plea To Gov-Elect Harriman

By LESTER DINOFF

With the second payment of the five per cent amusement tax about due, New York City exhibitor leaders will meet in a closed session this afternoon at the Loew's Theatres home office to discuss further strategic moves in the current battle against the legality of the local levy and the possibility, it was learned, of carrying the issue directly to the governor of New York State.

High on the agenda of the meeting will be a discussion concerning the status of the five per cent tax appeal now pending in the Appellate Division. A decision from the Supreme Court should be forthcoming before the end of the year, according to exhibitor attorneys who argued the issues earlier this month.

Exhibitor leaders, following the

(*Continued on page* 5)

'Country Girl' Bows In Sport Atmosphere

(Pictures on Page 4)

Champions of the sports world—past and present—joined last night with notables of the entertainment field and a packed house at the Criterion Theatre here to welcome Paramount's "The Country Girl" at its world premiere.

Proceeds of the affair were donated to the U. S. Olympic Fund to aid in sending the American Olympic team to the 1956 games which will be held

(*Continued on page* 4)

RKO Holding Final Sales Meet in N.O.

NEW ORLEANS, Dec. 15.—J. R. Grainger, president of RKO Radio Pictures, will arrive here tomorrow for the company's fourth and final regional sales meeting after stopping over in New York to attend a board of directors meeting of RKO Radio Pictures. Grainger also attended the sales sessions held in Chicago, Monday and Tuesday, concurrently with a sales conference in New York.

Walter Branson, world-wide sales

(*Continued on page* 5)

$1 a Share Earnings Seen for Disney In Fiscal Year

Walt Disney Productions is expected to report earnings for the fiscal year ended on Oct. 31 of close to $1 per share, an increase from the 79 cents a share reported for the same 1953 period, a company official was quoted by the "Wall Street Journal" yesterday.

The contributing factors in the increase include some profits from the hour-long weekly television program, "Disneyland," a better box office and sizeable revenues from the feature-length true-life adventure films, "The Living Desert" and "The Vanishing Praire," the Disney official said.

Buena Vista Advantage Seen

The Disney organization is also reported as expecting a monetary saving by distributing its product through Buena Vista Distribution Co. rather than through RKO Radio Pictures, its former releasing agency. First big pictures which Buena Vista will distribute are "20,000 Leagues Under the Sea" and "Lady and the Tramp," the newspaper said.

The Disney family holds about 355,000 of the 652,000 common shares of Walt Disney Productions outstanding with the Atlas Corp. holding 100,000 shares and leaving a floating supply of about 200,000 shares, it was reported.

Canadian Labor to Act on Sunday Law

TORONTO, Dec. 15.—Organized labor in Ontario is preparing to take a stand on the Sunday observance question in view of agitations for easing of blue laws in various communities. Some union leaders are opposed to a change.

The controversial subject will come before the annual meeting of the Ontario Federation of Labor, Jan. 14-16, at Niagara Falls, Ont., with the

(*Continued on page* 5)

Ohio Exhibitors In 'Star' Protest

COLUMBUS, O., Dec. 15. — Warner Brothers' plan to release the cut version of "A Star Is Born" only to small towns and subsequent runs was attacked here by the board of directors of the Independent Theatre Owners of Ohio. The board sent a protest to Ben Kalmenson, Warners' sales chief, advising him that both the full and cut versions should be made available in the Cleveland and Cincinnati territories so that exhibitors could make their own choice.

Schine Trial Gets Books and Records

BUFFALO, Dec. 15.—Books and records of Schine Chain Theatres, Inc., and a Florida corporation, Hildemart, Inc., were presented in the contempt trial in Federal Court in support of the Government's charge that the Schine family controls the defendant corporations.

Joseph E. McDowell, Justice Department trial counsel, presented evidence before Judge John Knight to show that the Schine Family members held the chief posts in both organizations and that stock in Hildemart was issued to members of the Schine family.

Testimony concerning the exhibits was given by Florence D. Torrey, assistant secretary-treasurer of Schine Chain Theatres. One exhibit, the 1945 corporation report of Hildemart, filed July 5, 1945, in Florida, was signed by J. M. Schine as president; L. W. Schine, vice president, and I A. May as secretary-treasurer. J. M. Schine and Hildegard F. Schine are listed on the board of directors.

Minutes of the annual meeting of the board of directors of Schine Theatres, Inc., on Feb. 13, 1950, gave the

(*Continued on page* 5)

Slate More Cinerama Openings Abroad

Indication that the new Cinerama openings will be concentrated next year in the foreign field was offered here yesterday by Lester B. Isaac, head of Stanley Warner's Cinerama theatre operations.

Isaac, who is slated to leave today for Montreal, said that besides the scheduled opening there of "This Is Cinerama" at the Imperial Theatre on Dec. 27, Cinerama openings abroad are planned for Tokyo after the first of the year and in the latter part of January in Osaka, Japan. Negotiations, he continued, are going on in Paris for a Cinerama theatre. Cinerama, he added is now playing in London.

In the U. S., he explained, the only other scheduled opening at present is in Buffalo by the end of February, although no theatre has been selected as yet. Currently, Cinerama is being played in 13 U. S. cities.

Status Quo

Hughes Lets Deadline on Stock Pass

Atlas Informs Board of 'No Redemption' Intent

A decision not to extend RKO Pictures stock redemption periods was made here by the company's board of directors as Howard Hughes, owner of 1,262,120 shares, ignored his redemption deadline yesterday.

At the same time, president James R. Grainger in a letter to stockholders revealed that the management of Atlas Corp., which claims to own or control between 900,000 and 1,000,000 shares, has advised RKO Pictures that its stock will not be tendered for redemption at any time during the remainder of the redemption period.

The redemption period of stockholders other than Hughes is at the close of business on Dec. 31 and will not be extended again, Grainger declared.

The upshot of Hughes' failure to act on the offer to redeem his stock at $6 per share and Atlas' declaration that it, too, would not avail itself of

(*Continued on page* 5)

Elect Meyers Head Of N.Y. Film Board

Fred Meyers of United Artists was elected president of the New York Film Board of Trade at a membership meeting yesterday. Meyers succeeds Lou Hollerhand of M-G-M who was elected sergeant-at-arms.

Other officers elected were Joseph Wohl, Republic, first vice-president; Joe Sugar, United Artists, second vice-president; Myron Sattler, Paramount, treasurer, and Saul Gottlieb, M-G-M, secretary. Louis Nizer will continue as attorney and executive secretary.

Installation of officers will be held in January.

Johnston to Spend Holidays in Spokane

WASHINGTON, Dec. 15. — Motion Picture Association of America president Eric Johnston will leave this week-end for Spokane, where he will spend the Christmas holidays.

Johnston is expected back in Washington immediately after the first of the year. He has no present plans to visit Hollywood while in the West.

Personal Mention

ALFRED E. DAFF, Universal Pictures executive vice-president, has left New York for Australia.

•

PAUL LAZARUS, JR., Columbia Pictures vice-president in charge of advertising and publicity, has returned here from Europe.

•

MIKE NIDORFF, chairman of the board of Official Films, has arrived here from London via B.O.A.C. Monarch.

•

BEN Y. CAMMACK, RKO Radio Southwestern district manager, is the father of a son born to MRS. CAMMACK this week in Dallas.

•

JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, will leave New York tonight for Kansas City.

•

CHARLES LEVY, Walt Disney Productions Eastern publicity director, will leave New York today for Denver.

•

HARRY COHN, president of Columbia Pictures, has arrived in New York from the Coast.

•

CHESTER PICKMAN, of the Paramount exchange in New Haven, will leave there Saturday for Florida.

•

LESLIE OLIVER, of Technicolor, Ltd., of Great Britain, will leave New York today for London via B.O.A.C.

•

MARTY WOLF, Altec Service Corp. assistant sales manager, has returned to New York from Philadelphia.

•

AL CROWN, president of Moulin Prod., has returned to New York from England.

•

LAWRENCE LAPIDUS, Stanley Warner booker, was in Albany, N. Y., from New Haven.

•

HY LEVINE, Connecticut distributor, has returned to New Haven from Miami.

United Circuit Buys Salem, Ore., House

SALEM, Ore., Dec. 15.—The Elsinor Theatre, one of Oregon's pioneer theatres, with a seating capacity of 2,000 and built some 30 years ago by George B. Guthrie, has been purchased by the United Theatres, Inc., headed by Al and William Forman.

It is reported the firm paid $175,000 for the house, considered to be one of the finest in central Oregon. United has operated the property since June, 1951, when a lease was purchased from Warner Brothers.

United Theatres is also owner and operator of the Grand and Capitol Theatres in Salem, and also operates two drive-ins, one north and the other south of Salem. The firm also operates theatres in Portland, Seattle and Bend, Ore.

'The Silver Chalice' Premiere to Be Held In Saranac Today

SARANAC LAKE, N. Y., Dec. 15.—The two-day world premiere of Warner Brothers' CinemaScope picture, "The Silver Chalice," will begin tomorrow with the arrival here of the contingent of Hollywood stars who made the cross-country trip especially for the opening. The climax of the affair will be the premiere showing of the WarnerColor picture Friday night at the Pontiac Theatre.

Saranac Lake's welcome to the stars as they arrived on "The Silver Chalice Premiere Special," via the New York Central will be officially extended by Mayor Alton B. Anderson, civic dignitaries and a committee from the Chamber of Commerce.

Present for the premiere will be Virginia Mayo and Jack Palance, stars of "The Silver Chalice"; Alan Hale, Jr., Marian Carr, Ann Robinson, Gonzalez-Gonzalez and Nancy and George O'Hanlon. Victor Saville, producer and director of the picture, is a specially invited guest. Heading the group is Art Linkletter.

20,000 Kids Guests Of Conn. Theatres

HARTFORD, Dec. 15.—What may be largest Christmas party of its kind in the United States is slated for nine New Haven theatres on Dec. 24, with New Haven Savings Bank as host.

Some 20,000 youngsters will see the same screen program, with screenings at 10 a.m. and 2 p.m.

Participating theatres: Westville, Whalley, Howard and Pequot, all New Haven; Strand, Dixwell Playhouse and Whitney, Hamden; Rivoli, West Haven; and Capitol, East Haven.

Atkinson Republic Dallas Manager

DALLAS, Dec. 15.—Claude Atkinson, formerly branch manager for Republic Pictures in Oklahoma City, has assumed duties as branch manager of Republic here.

Atkinson succeeds John Hoolihan.

RKO Theatres Into New Home Monday

RKO Theatres will move its home office headquarters this weekend to the 17th floor of the Mutual Life Insurance Building, 1740 Broadway here and will begin operations from there on Monday.

'Mighty Fortress' to AA

HOLLYWOOD, Dec. 15.—Allied Artists today acquired "Mighty Fortress," two-reeler based on evangelist Billy Graham's career, for national distribution.

Date 'Magoo' for Dec. 25

HOLLYWOOD, Dec. 15.—"When Magoo Flew," first United Productions of America cartoon short in CinemaScope, goes into release by Columbia Pictures on Dec. 25.

Name 4 Winners in Ballantyne Contest

OMAHA, Dec. 15.—American Theatre Supply Co., of Sioux Falls, S. D., took first place in the Ballantyne Company's contest to determine which dealer would sign the most business for Ballantyne stereophonic sound equipment during the recent TESMA-TEDA convention.

Second place went to the Dixie Theatre Service, of Albany, Ga.

First prize money for drive-in theatre equipment was taken by Perkins Theatre Supply Co., of Buffalo, with second place going to Veterans Electrical Service Co., of Elkins, West Va.

Legion Reviews 14; Four in 'B,' 10 in 'A'

Four pictures in Class B and 10 in Class A comprise the latest listing of the National Legion of Decency. The four films in Class B are "Deep in My Heart," "Target Earth," "Theodora, Slave Empress" and "There's No Business Like Show Business."

The 10 pictures in Class A are divided, six in Section 2 and four in Section 1. In Section 2 are "The Beachcomber," "Bridges at Toko-Ri," "Day of Triumph," "Gate of Hell," "Tonight's the Night" and "The Violent Men."

In Class A, Section 1, are "Abbott and Costello Meet the Keystone Cops," "Hunters of the Deep," "Rembrandt" and "Snow Creature."

Geo. Jessel to M.C. Phila. MPA Dinner

PHILADELPHIA, Dec. 15. — George Jessel will be toastmaster of the Motion Picture Associates dinner on Jan. 18, at the Bellevue-Stratford Hotel here.

The dinner, honoring the industry's pioneers, will be held in conjunction with the dedication of the Nickelodeon at the Franklin Institute. Sponsored by William Goldman, Philadelphia motion picture executive, the Nickelodeon is planned as a "shrine to the motion picture industry."

Proceeds of the $25-a-plate dinner will go to the welfare committee of the MPA.

Filmack TV Dept.

CHICAGO, Dec. 15.—Irving Mack, president of Filmack Studios, announced that his company is opening a television department in its New York City plant. Mack said this latest expansion to his company's operations will help meet demands of Eastern advertising agencies. The new department will provide complete production service for all types of TV commercials, slides and industrial films.

'Show' Premiere Tonight

In conjunction with the Actor's Fund of America and six allied groups, 20th Century-Fox CinemaScope production of Irving Berlin's "There's No Business Like Show Business" will have its world premiere at the Roxy Theatre here tonight with scores of industry leaders and celebrities in attendance.

News Roundup

Warner Corp. Moves

The Stanley Warner Corp., now located at 321 West 44th St., will move its offices on Monday to 1585 Broadway.

■

Holiday Ruled Out

Canadian exhibitors received a blow when Boxing Day, the day after Christmas, was declared to be not a statutory holiday but a matter of municipal observance. The extra day, which in the past has meant big business for theatres, will not be a holiday for federal employees, the Canadian cabinet ruled. However, many municipalities are requesting stores, offices and industries to close.

■

V.C. Aids Sanitarium

The Variety Club of Chicago has turned over a check totaling more than $70,000 to LaRabida Sanitarium. Together with the women's auxiliary, Variety Club members contributed $105,803, of which $24,000 goes to the sanitarium's Willie Shore Research Laboratory.

■

New Film Magazine

Film Culture, a magazine aimed at advancing a deeper understanding of the social and aesthetic aspects of the cinema, is now on sale at newsstands and bookstores. Jonas Mekas is editor-in-chief of the publication.

■

U.S. Films Lead

The Mexican National Cinematographic Board reports that Hollywood contributed 202 of the 333 pictures exhibited there this year. Other films shown during the period ending Nov. 30 included 76 Mexican, 28 French, 27 Italian, 13 Spanish, three each from England and Germany, and two each from Argentina, Cuba and Russia.

■

Harris, EPI Merger

Jack H. Harris, vice-president and general sales manager of Exploitation Productions, Inc., has merged his Philadelphia exchange territory distributing company, Jack H. Harris Productions, with the national organization. Henceforth EPI will distribute product in the Philadelphia area as well as exchange territories.

■

Drive-In Season Ends

Open air theatres in the Fall River, Mass., area have closed after the longest season experienced in many years. The theatres, which usually end their presentations in early November, are the Seekonk Drive-In, the Westport Drive-In, the Dartmouth Auto Theatre and the Somerset Drive-In.

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MOVE OVER *Lili* FOR

Tonight's the Night!

Those Translux showmen who kept "Lili" for 2 years in New York have picked another sweetheart of a hit for their next long run affair!

The Cad of "THE MOON IS BLUE"

The Cutie of "THE CAPTAIN'S PARADISE"

The Rascal of "THE QUIET MAN"

DAVID NIVEN **YVONNE DE CARLO** **BARRY FITZGERALD**

ALLIED ARTISTS presents

"Tonight's the Night"

co-starring GEORGE COLE • with ROBERT URQUHART • A. E. MATTHEWS • ANTHONY NICHOLLS • MICHAEL SHEPLEY

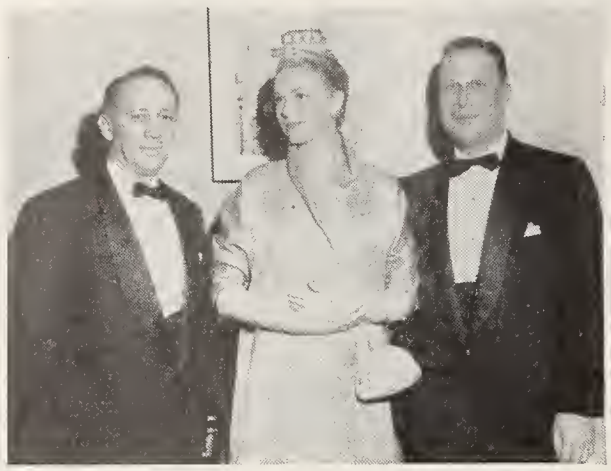
A MARIO ZAMPI Production • Produced and Directed by MARIO ZAMPI

Original Story and Screenplay by JACK DAVIES and MICHAEL PERTWEE

COLOR BY TECHNICOLOR

"ALLIED ARTISTS has one of the funniest pictures of the season!" HOLLYWOOD REPORTER

Olympic Fund Aided as 'Country Girl' Opens



Notables from the business and entertainment world, as well as many former Olympic Games champions were among the more than 1,600 persons attending the premiere of "The Country Girl," held here last night at the Criterion Theatre. Radio and newspaper coverage was accorded the opening of the Perlberg-Seaton production for Paramount, which stars Bing Crosby, Grace Kelly and William Holden. Seen above in the lobby of the Criterion are, left to right, first photo: Richmond Landon, 1920 Olympic high jump champion; his wife, who was Alice Lord, 1920 Olympic swimming star; Charles J. Bacon, president of the New York chapter, U. S. Olympians, and James A. Leftwich, vice-president of that organization. Second photo: Larry Morris, Criterion general manager, Miss Kelly and Charles B. Moss, executive director of the B. S. Moss Circuit. Third photo: "Johnny" Hayes, winner of the marathon at the 1908 Olympiad; his daughter, Doris; Mrs. Andy Stanfield and Stanfield, 1952 Olympic champion.

Federal Regulation Hit by Schoeppel in Letter to SCTOA

From THE DAILY Bureau

WASHINGTON, Dec. 15. — The proposed Federal regulation of the motion picture industry was scored on Dec. 13 by Sen. Andrew F. Schoeppel, (R., Kans.), chairman of the Senate Small Business Subcommittee in a letter to Albert Hanson, chairman of the trade relations committee of the Southern California Theatre Owners Association.

Hanson had written Senator Schoeppel on Oct. 15 and the letter was forwarded to the legislator in Kansas. Schoeppel deferred his answer to Hanson until his return to Washington.

Senator Schoeppel wrote that if he were an exhibitor he "would think a long time before I would urge government regulation of my business." He would not want the government, he said, to tell him what price he could charge at the boxoffice, what return he could get on his investment, nor would he want "bureaucrats drawing up schedules telling me what pictures I could play, for how long and when." Government regulation, he went on to say, would not cure the product shortage, "unless you also expect the government to enter into or subsidize picture production." He emphasized, however, that he would not approve of the government "subsidizing an information and entertainment medium."

Schoeppel reaffirmed his belief that an effective arbitration system is the best solution for industry problems, but that such a system should not cover arbitration of film rentals. He added, however, if film rentals are excluded from arbitration, "the relationships growing out of arbitration eventually will lend themselves to more equitable adjustment of even film rentals in those circumstances where fairness and equity suggest that adjustments should be made."

Charges 'Misstatements'

Most of the Senator's letter was devoted to a blistering criticism of Hanson's letter. Schoeppel accused Hanson of making "actual misstatements of facts and half-truths" and slapped at Hanson for suggesting "that the committee took a fixed position inimical to exhibitors before he heard testimony."

In his letter, Hanson had described business conditions under which he operates as "unAmerican and illegal." Schoeppel's answer was that "such words have a sinister connotation and are frequently used by rabble-rousers when invective must be used instead of fact because there are no facts." The industry is operating under a court decree, Schoeppel said. "Do you expect those operating under the decree to violate it and set up a prohibitive practice?" he asked.

Schoeppel admitted the possibility that the consent decrees might not have worked out to the exhibitors' advantage but said that the testimony of the Justice Department during the subcommittee's 1953 hearings indicated there is no way to modify only those portions of the decrees which exhibitors feel are harmful to them. He was "loath to believe," Schoeppel said, that justice was not "doing its duty in carrying out its proper legal responsibility under the court's decree."

The Senator declared "it was an oversimplification of a complex problem" to charge that the exhibitors' problems are the result of a monopoly by producers. The charge of monopoly, he said, has "never been substantiated by competent witnesses and relevant facts." So far as the product shortage is concerned, Schoeppel said, there is no way in which the government can compel a manufacturer to make more product than he finds it feasible or desirable to make.

Schoeppel concluded by saying that the subcommittee is ready at all times to aid the legitimate problems of any small business. It will not lend itself, however, "to being made a catspaw pressure agency for anyone," he said.

SCTOA Awaiting Receipt of Letter

HOLLYWOOD, Dec. 15. — Officials of the Southern California Theatre Owners Association, questioned here today regarding the letter of Sen. Andrew Schoeppel to that organization, stated that such communication has not yet been received and that no comment can be made unless and until the text of the letter itself can be studied.

(Continued from page 1)

in Melbourne, Australia. A check for this purpose was presented to Col. Edward P. F. Eagan, chairman of the National Olympic Finance Committee, by Thomas J. Watson and Bernard Gimbel.

Telegrams were received from John Foster Dulles, U. S. Secretary of State, and Charles F. Wilson, Secretary of Defense.

Among the sports champions of today and yesterday who attended were Buster Crabbe, Dick Button, Gertrude Ederle, Johnny Hayes, Eleanor Holm, Alice Lord, Dick Landon, John B. Kelly, Sr., father of Grace Kelly, who stars in the film, and an Olympic sculling champion of 1920; John B. Kelly, Jr., brother of Grace and present day Diamond Sculls champion, and Charles J. Bacon, president of United States Olympians.

Managers Shifted In Shea Circuit

Al Foley will take over the management of the Lawler Theatre, Greenfield, Mass., in January, it was announced by Gerald Shea, president and general manager of Shea Enterprises. He is at present assistant to Ed Fahey in the circuit's Manchester, N. H., operation.

Ed Mason, who has served at Shea theatres in Ohio, Massachusetts and Pennsylvania, has been appointed assistant to Fenton Scribner in Manchester.

Shea also announced the transfer of Bill Kibrige, now manager at Amherst, Mass., to Westfield, Mass., to manage Shea's Park theatre.

People

Mrs. J. E. Henning has been elected president of Women of the Variety Club, Tent 32, in San Francisco for the coming year. Other elected officers are: first vice-president, **Mrs. Jesse Levin**; second vice-president, **Mrs. Bernie Mannheimer**; recording secretary, **Mrs. John Parsons**, corresponding secretary; **Mrs. J. Leslie Jacobs**; treasurer, **Mrs. Al Brubstick**; and historian, **Mrs. Monroe Belling.**

¤

Win Crawford has been named assistant manager of E. M. Loew's Theatres, Hartford.

¤

Lee Hofheimer will leave Columbus to go into theatre business in his native Norfolk, Va. **Hofheimer** was formerly a partner in H & S Theatres and general executive for the Miles circuit.

¤

Dave Prince has returned to his office after being out with a heart attack for several months. **Prince** is southern district manager for RKO Radio Pictures in Atlanta.

¤

John Lawson has purchased the New Theatre, Palatka, Fla., from its owner, **H. A. Dale** of Lake Butler, Fla.

¤

Jack Kirsch, president of Allied Theatres of Illinois, will act as chairman of Cook County Theatre Week for the 1955 March of Dimes.

¤

Theodore V. Quinlivan has been appointed director and counsel of the Theatre Managers, Inc., which operates the extensive Western Mass. Theatres, Inc. **Quinlivan** replaces **J. Albin Anderson,** who has moved to Colorado.

Tax Fight

(Continued from page 1)

election of Averill Harriman as Democratic governor of the state, have felt that possible relief from the New York City levy, which is being fought on the grounds that it exceeds the five per cent authorized under the State Enabling Act of 1947, may be forthcoming as the city may possibly secure more financial assistance from the new state administration and result in a number of taxes, now in effect, to be revised or eliminated.

Repeal Seen Unlikely

Some time ago, the local theatremen had planned to ask the state legislature at its next session to amend or repeal the Enabling Act which allows municipalities to enact taxation as the amusement levy. Now, it appears to some exhibitors that while the new administration would not be likely to repeal the 1947 legislation, it would be more likely inclined than the present administration to give the city some of the increased financial assistance it had been requesting.

If this were done, some industry observers feel, the need for the admissions tax might be removed and the city might repeal or end it voluntarily. In this connection, it is recalled that Mayor Robert F. Wagner allegedly attempted to place the responsibility for the city ticket tax directly on the state government last spring, on the grounds that refusal of state fiscal aid for the city forced the latter to adopt such measures as the nuisance tax.

These observers remarked that if the new state administration now grants more fiscal aid to New York City, the sincerity of Wagner's statements of last spring would be put to the acid test.

Direct Appeal Expected

At today's exhibitor meeting, it is expected that some sort of direct appeal to Governor-elect Harriman may be framed as the current tax suit could possibly reach the Court of Appeals in Albany, pending, naturally, the Appellate Division's decision.

In the meantime, reports on the second tax payment which covers September, October, and November, indicate to high exhibitor officials that the yearly tax return as estimated by the City Budget Director earlier this year, would be far less than expected. The first tax payment on Sept. 20, which was collected from all sources of amusement revenue, totaled $1,291,949. The 436 local theatres contributed about $750,000 for the July and August period of the total tax collected, mainly due to the peak summer business attained here.

Canada Labor

(Continued from page 1)

introduction of a resolution of the Ottawa and District Trades and Labor Council which opposes any "meddling" with Sunday restrictions.

Unions of projectionists and stage employes are members of the Ottawa Council while prominent in the affairs of the provincial Federation is Hugh J. Sedgwick, a Hamilton, Ont., projectionist who is the International vice-president for Canada of the IATSE and also a director of the Canadian Picture Pioneers. His predecessor in office, the late William Covert, took an active stand against the open Sunday.

Hughes Lets Deadline Pass

(Continued from page 1)

the offer leaves everything in status quo with RKO Pictures, a shell of a corporation whose only assets consist of cash, stalemated in its efforts to redeem the major portion of its stock.

Grainger, reporting on the company's activities since the sale of RKO Radio Pictures, the operating company, to Hughes, for $23,489,478 last March, said a total of 952,987 shares of the stock of RKO Pictures had been tendered by stockholders and had been redeemed up to the close of business on Tuesday.

Considered by Odlum

Grainger in his stockholders letter estimated the company's capital-loss-carry-forward as much as $30,000,000 under the recently enacted new Federal tax code. This capital-loss-carry-forward was referred to by Atlas president Floyd Odlum when he told Atlas stockholders recently that he hoped to reach an agreement with Hughes before the Dec. 31 deadline. Odlum told Atlas stockholders that the inactive RKO Pictures company has cash and a capital-loss-carry-forward and that "it should get organized to make profits to offset these losses because time is running."

Clarified by Grainger

Grainger, reporting on the Tuesday night meeting of RKO Pictures board, emphasized the following to stockholders: "No stockholder is required to tender his shares for redemption, and any stockholder may refrain from doing so. If he does not tender his stock, he will continue after the expiration of the redemption period to be a stockholder, having his pro rata interest in the holdings and affairs of the company."

There are still outstanding, registered in the names of about 4,500 persons, between 700,000 and 800,000 shares of stock, exclusive of the stock owned by Hughes and Atlas Corp. and its associates, Grainger added. "Your management makes no recommendations whatever as to whether stockholders should or should not tender their stock for redemption prior to the expiration of the redemption period," Grainger concluded.

Active in Wall Street

Despite the apparent stalemate in the status of the stock, RKO Pictures shares continued to hold the interest of speculators on the New York Stock Exchange yesterday for the second consecutive day. There were nearly 30,000 shares traded, with the closing up ⅞ to 8¼, a new high for the year and $2.25 per share more than the $6 which the company will pay to holders other than Hughes who surrender their shares in the period between now and Dec. 31.

WB to Distribute Hall Bartlett Film

HOLLYWOOD, Dec. 15.—Completion of a deal for world-wide presentation by Warner Brothers of Hall Bartlett Productions' "Unchained," is announced. The picture, starring Elroy Hirsch, Barbara Hale, Chester Morris and Tim Considine and introducing Todd Duncan, has as its background California's prison without bars, officially the Institution for Men at Chino.

"Unchained" was filmed in its entirety at the Chino Institution, with the sanction of Richard A. McGee, director of the state's Department of Corrections and with most of Chino's 1,500 inmates participating in the action.

Hargrove Service Control to Dale

Dale System, Inc., nationwide business research organization, has acquired control of the Hargroves National Service System, Inc., which functions as a testing service for honesty and efficiency in the motion picture theatre field, it is announced by Earle E. Gold, executive vice-president of Dale.

The Hargroves organization, headed by Mrs. Florence Groves, will now operate as the Hargroves Theatre Division of Dale System, Inc. No changes in personnel or operating methods are planned at this time, Gold stated.

Burton Finishes 1st Of Three Pictures

Paul Burton-Mercur, film writer and producer, has completed his first full-length film, "Dark Violence," for Burton Picture Productions, Inc., which he organized a year ago to produce three motion pictures annually.

Scheduled productions for 1955 are "Moon Gate," a story dealing with an American medical missionary in China; "Lucrezia," a psychological musical tragedy to be filmed in Italy; and "Tanya," a dramatic comedy.

3 From UA in Jan.

"Black Tuesday," "The Beachcomber" and "Battle Taxi" have been set by United Artists for national distribution in January.

Westrex Closes 13 License Agreements

E. S. Gregg, president of Westrex Corp., announces that 13 new motion picture recording and disk license agreements have been completed recently with studios in the United States, Japan, England, Italy and Hong Kong.

The studios which have installed the Westrex studio recording equipment are: Yokohama Cinema Corporation, Yokohama, Japan; Magna Theatre Corp., New York; Leevers-Rich & Co., Ltd., London; Color Reproduction Co., Hollywood; Gr. Cr. Rag. Vincenzo Cardi, Rome; Carlos C. Rivas, Hollywood; Beeland-King Productions, Atlanta; Information Productions, Inc., New York; Osaka Sangyo K. K., Osaka, Japan; Langlois Filmusic, Inc., New York; and Asia Pictures, Ltd., Hong Kong.

Burford & Rose, Ltd., London, and Electric & Musical Industries, Hayes, Middlesex, are the new disk recording licensees.

Silliphant, Barnwell To Make 'Huk' in P. I.

HOLLYWOOD, Dec. 15.—Stirling Silliphant and John Barnwell, who have just completed production of the Guy Madison-Kim Novak starrer "5 Against the House" for Columbia, will leave early in January for Manila to finalize plans for producing "Huk!" a modern love story with the current Philippino guerrilla warfare as a background.

Production, to be in color and widescreen, is scheduled for a mid-March start, with Hollywood talent to be used in all principle roles. Negotiations for release of the film are now in progress.

Name Gookin Liaison Between RCA, AAF

Frank M. Gookin, veteran theatre service engineer for RCA in New England, and a well known figure in the industry in that area, has been promoted to another field with RCA. He will serve in its government operations division as liaison between that company and the Air Corps with headquarters at Andrews Air Base, Washington.

Schine Trial

(Continued from page 1)

names of J. Myer Schine, president; Louis W. Schine, secretary-treasurer, and John A. May, Comptroller as among officers elected.

Minutes of a special meeting of the corporation's board of directors on Nov. 3, 1952, reported the election of G. David Schine and Donald G. Schine as vice presidents. G. David Schine is the former investigator for the McCarthy Committee.

Asked where Hildemart has its principal offices, Miss Torrey said she didn't know, except that for purposes of tax returns the address is 40 Main St., Gloversville, N. Y. That is the address of the Schine Chain Theatres, Inc., headquarters.

RKO Sales Meeting

(Continued from page 1)

manager, will preside at the conference at the Jung Hotel here.

Sales personnel from the field who are attending include: Ben Y. Cammack, Southwestern district manager; Dave Prince, Southeastern district manager; S. M. Sachs, Dallas; R. V. Reagin, Memphis; R. B. Williams, Oklahoma City; R. C. Price, Jacksonville; I. P. Stone, Atlanta; R. F. Branon, Charlotte, and J. R. Lamantia, New Orleans.

Lancaster to Direct 2nd

Burt Lancaster, who recently completed his first motion picture directing effort with "The Kentuckian," will direct a second film, "Until They Sail," based on a James A. Michener story of New Zealand in World War II and the effect on the island of the departure of the young male population.

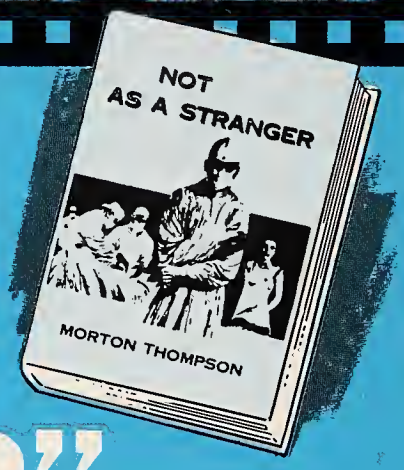
The film will be a Hecht-Lancaster production for United Artists release.

the big news TODAY from UA

COMPLETED!

Stanley Kramer's

"NOT AS A STRANGER"



America's #1 Best-Seller!

with one of the greatest all star casts of recent years

Olivia DeHavilland · Robert Mitchum · Frank Sinatra
Gloria Grahame · Broderick Crawford · Charles Bickford
Directed by Stanley Kramer

Objective: To outgross his last boxoffice blockbuster, "The Caine Mutiny"

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 116 NEW YORK, U. S. A., FRIDAY, DECEMBER 17, 1954 TEN CENTS

Statistical Move

Sindlinger to Probe Effects Of Theatre Tax

Exhibitors to Contribute Data to Offset Claims

Market analyst Albert E. Sindlinger has been retained by New York City exhibitors to gather statistics reflecting the effect of the city's five per cent amusement tax on theatres since the inception of the local levy, it was announced yesterday following an exhibitor meeting at Loew's Theatres home office.

Some 75 theatremen, after discussions concerning future strategy in the current battle against the levy on ticket admissions, engaged Sindlinger in order to "discredit" the tax estimates expected at the end of a year's time by the City Budget Director, it was said.

All New York City theatres, independently or circuit operated, will be

(*Continued on page* 5)

No Supreme Court Hearings on Pending Cases Until Feb.

From THE DAILY Bureau

WASHINGTON, Dec. 16. — The Supreme Court will not hear argument on any pending cases before February, court officials revealed.

The court is deferring argument for the time being in hopes of having a full bench early next year. The Senate did not act at its special session on President Eisenhower's nomination of Circuit Court Justice Harlan to fill the vacancy created by the death of Justice Jackson.

Awaiting argument are two cases involving the film industry: one, an

(*Continued on page* 5)

N.O. Area Exhibitors Guests of RKO

NEW ORLEANS, Dec. 16.—Fifty-three exhibitors from this area joined RKO's Southern division sales personnel at a screening of Howard Hughes' Superscope-Technicolor production, "Underwater!," today at the Saenger Theatre here as the company began its final regional sales meeting.

J. R. Grainger, president of RKO Radio Pictures, hosted the theatremen

(*Continued on page* 5)

1955 Forecast

See Allied's Continued Use Of EDC on Trade Grievances

Continued, if not heightened activity, of Allied's Emergency Defense Committee in 1955 was forecast here yesterday by an Allied official.

The Allied spokesman, choosing to remain anonymous, expressed a good degree of satisfaction with some of the results of Allied EDC meetings with individual producing-distributing film companies. In some instances he indicated that a change of policy has resulted even in companies claimed to be most hostile to the committee, namely Warner Brothers and Columbia.

It was evident from his outline of the committee's activities that Allied puts a good deal of stock in its work, eschewing arbitration in favor of grappling with film rental issues and other trade practices which Allied feels more important to small exhibitors.

Acting as the on-the-scene spokesmen for the EDC committee, it was pointed out, are Irving Dollinger and Wilbur Snaper, with visiting Allied leaders making themselves available for conferences with individual companies.

What was adopted as an emergency measure, it was pointed out, may become an enduring vehicle for Allied to air its trade grievances.

Work on Improving 'Scope Continues

Continued work on improving the quality of CinemaScope was reported yesterday by Earl I. Sponable, 20th Century-Fox research director, who returned here from a trip to the Coast.

Sponable, queried as to the nature of the improvements, said it was too early to announce them now, but indicated that they concerned progressive steps in the taking lenses.

Regarding Eidophor, 20th-Fox's color theatre TV system, Sponable said the company is "close" to perfecting the prototype model which is to be manufactured by General Electric. Plans for utilization of the Eidophor equipment are expected to be announced when Spyros P. Skouras, president, returns from Europe at the end of this month.

Questioned on the possibility of hav-

(*Continued on page* 5)

"The Silver Chalice"

[*Warner Brothers*]

(CinemaScope) *Hollywood, Dec.* 16

VICTOR SAVILLE'S CinemaScope production will find audiences charmed by its unusual and meticulous splendor, the natural quality of its color, its detailed richness, the spic and span effect of its costumes and the Biblical settings. It truly is an art director's dream.

It was a righteous effort to attempt the screen treatment of the novel to draw attention to the nearly 2,000 years that have passed since The Prince of Peace effected a "Christian conscience" that has yet to penetrate some existing groups of uncivilized infidels, who may be compared to the ancient Roman rulers.

Pier Angeli owes much to director Saville for affording her a full-rein opportunity to display a warm, beautiful personality that gives the film much of its reverential quality and reveals the potential of her looming career. Jack Palance as Simon, magician, victimized by the belief that he is possessed of supernatural powers, and Virginia Mayo, a former slave girl who turns into a gold-digging opportunist as

(*Continued on page* 2)

"Show Business" Given N. Y. Premiere

20th Century-Fox's CinemaScope production, "There's No Business Like Show Business," was presented at the Roxy theatre last night in a gala premiere attended by many celebrities. **Details and pictures on pages 4 and 5.**

At Next Meeting

Map Financing Program for Anti-Toll-TV

Expect All Organizations To Contribute to Drive

The dimensions of the anti-toll TV campaign and how it will be financed will be the major topics of the next meeting of the joint exhibitors toll TV committee, slated to be held shortly after the first of the year, it was learned here yesterday from sources close to the committee.

One source expressed assurance that exhibitor organizations will contribute the financing for, as he put it, the "life of the motion picture theatre is at stake." In addition to Theatre Owners of America and Allied States Association, the committee spokesman was quick to point out there are other organizations such as Metropolitan Motion Picture Theatres Association and Independent Theatre Owners Association, both of New York, which have a vital stake in the upcoming battle.

Another source, which is felt of

(*Continued on page* 6)

New Company Plans 15% Distribution Fee to Producers

A new releasing organization designed to handle independent product on the basis of a distribution charge of 15 per cent is in the process of formation by Sam Nathanson, president of Gibraltar Motion Picture Distributors, Inc. Nathanson, currently in New York from the Coast, said the setup would be available, at the outset at least, only to independent producers who make one or two pictures a year.

Under the new company's format,

(*Continued on page* 6)

Deny Schine Chain Bought Hildemart

BUFFALO, Dec. 16.—Payments totalling $90,000 for purchase of Hildemart Corp. stock for wives and children of the Schine brothers did not come from the Schine Theatres, Inc., a witness asserted in the Federal Court contempt action against the chain and 14 other defendants.

Mrs. Florence D. Torrey, assistant

(*Continued on page* 6)

Personal Mention

JOOP GEESINK, president of Holland's Dollywood Studios, arrived in New York yesterday from Amsterdam.

•

JOSEPH HARPER and MRS. HARPER, who is the daughter of CECIL B. DEMILLE, arrived in New York from Europe this week, and will leave for Hollywood today, accompanied by their children.

•

CARL SCHAEFER, foreign publicity head at Warner Brothers Burbank studio, who arrived in New York this week from Europe, will return to the Coast over the weekend.

•

ROBERT F. BLUMOFE, United Artists vice-president in charge of West Coast operations, will arrive in New York on Monday from Hollywood.

•

ROBERT CLARK, Associated British Picture Corp. production chief, returned to New York from the Coast, en route back to London.

•

ROD MILLINGTON, correspondent for the London "Spotlight," is scheduled to arrive here today from Britain via B.O.A.C. Monarch.

•

JERRY PICKMAN, Paramount vice-president, will leave here today for the Coast, returning around the middle of next week.

•

ED BERKSON, treasurer of Screencraft Pictures, is recovering from surgery and will return to his duties next week.

•

OLIVIA DE HAVILLAND will arrive in New York Sunday from Hollywood and will leave later in the week for Paris.

•

BEN GOETZ, chairman of M-G-M Pictures, Ltd., London, will leave New York for the Coast over the weekend.

•

ELIZABETH TAYLOR and MICHAEL WILDING will leave here tomorrow for London via B.O.A.C.

•

WILLIAM DE MELLO, manager in Cuba for Westrex Company, Caribbean, has returned to Havana from New York.

•

J. J. COHEN, M-G-M studio executive, is scheduled to arrive here from the Coast on Dec. 29.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, will return to New York today from Philadelphia.

•

HENRY FONDA has arrived here from the Coast to spend the holidays with his family.

•

BOB HOPE returned to Hollywood last night from New York.

•

RICHARD TODD will leave here Sunday for London via B.O.A.C.

"The Silver Chalice"

(*Continued from page* 1)

Simon's assistant, offer intriguing portrayals to fill their name requirements.

Offsetting the costly production values is an over-lengthy screen adaptation of Thomas Costain's best seller that could have been trimmed to eliminate the aura of a religious soap opera. The diffused story line provides Saville's directorial prowess with vignette-laden opportunities to appeal to ecclesiastical tastes.

Lesser Samuels' screenplay also serves as an introductory vehicle for Paul Newman, who makes the most of his rudderless role, as Basil, the highly skilled silversmith from Antioch, commissioned by Luke, one of the Apostles, to fashion the silver chalice that would hold the cup used by Christ at the Last Supper. It further deals with the struggle by Christians to protect the cup from a group of revolutionists who have chosen Simon to destroy the holy object and to display feats of magic that would overshadow the miracles performed by Christ, thereby establishing Simon as a holier leader to follow in liberating themselves from the Roman yoke.

Basil fulfills his agreement to finish the chalice after acquainting himself with Peter and learning more of Christian principles, which enables him to produce a "faithful" reproduction of The Lord's face.

In a special performance by Nero and a vast assemblage in Rome, Simon's boast that he has the power to fly results in a fatal leap from a 200-foot tower. This erring display causes an uprising during which the cup is stolen in a riotous looting of homes.

Basil acknowledges his true love for Pier Angeli, granddaughter of Joseph of Arimathea, (notably characterized by Walter Hampden), over the cunning of Virginia Mayo. As they set sail to return to Antioch, Peter bids them farewell with the hope that one day the cup would be recovered when "the meek shall inherit the earth," and, with a forecast that there would come a time when men would be able to fly and put this ability to more useful advantage.

The unique production was designed by Rolf Gerard, with excellent art direction by Boris Leven. William V. Skall applied his camera skill to make this an eye-appealing creation.

Running time, 131 minutes, General audience classification. Release in Feb. 1955.

SAMUEL D. BERNS

NLRB Drops Labor Petition in Florida

MIAMI BEACH, Dec. 16. — A petition filed by the United Transport Workers of America which sought to represent the employees at the Beach Theatre here, one of 11 Florida houses owned and operated by Paramount Enterprises and managed by Florida State Theatres, has been dismissed by the National Labor Relations Board.

In dismissing the petition, the NLRB concluded: "Inasmuch as the management of these theatres is essentially a local operation, and there is no showing in the record of operational integration between the operation of local theatres and the operations of the parent corporation, we believe that it will not effectuate the policies of the Act to assert jurisdiction in this case."

Anti-Trust Suit Filed By Wheeling Theatre

WHEELING, West Va., Dec. 16. —Publix Wheeling Theatre Corp., operator of the Rex Theatre here, has filed suit in U. S. Circuit Court charging the owners of three Wheeling theatres with violation of the anti-trust laws by "conspiring" to force the Rex to close its doors.

The theatres named in the action are Capitol, Court and Victoria, all of this city. The defendants are Wheeling Theatres, Inc., West Virginia Theatrical Enterprises, Inc., the Victoria Amusement Co., all of Wheeling; Genessee Theatrical Enterprises and Dipson Theatres, of Batavia, N. Y.; Nikitas Dipson, of New York, and Thomas Callas, of Wheeling.

AMPA Christmas Party Near SRO

Reservations for tickets and tables for AMPA's 38th annual Christmas Party at the Piccadilly Hotel here on Dec. 21 are pouring in from film companies and organizations doing business with the film companies, it was reported yesterday.

Dave Bader, AMPA president, urges all members and their guests to make reservations now, as it is expected the SRO sign will go up on Monday for the affair on Tuesday, at which Martin Starr, former president and veteran publicist, will be master of ceremonies.

Phila. Zoning Board Rejects Drive-in Bid

PHILADELPHIA, Dec. 16.—The Philadelphia Zoning Board of Adjustment has turned down a request by A. Mellis, theatre operator, to build a $500,000 1,500-car drive-in theatre on a 20-acre site on the West side of Roosevelt Boulevard at Byberry Road.

Both the Chamber of Commerce of Greater Philadelphia and the Philadelphia Commerce Department opposed the plan on the grounds that it would "waste some of the city's already meager supply of industrial land."

In ASCAP Post

J. M. Collins, ASCAP sales manager, announced the appointment of Howard Connors as a member of the radio and television station relations division. He will make his headquarters in Atlanta and will cover Georgia, Florida, Alabama and Mississippi.

News Roundup

Philatelists Nominate

The Cinema Stamp Collectors slate of officers for 1955, nominated this week by the executive committee of the organization, named Leon J. Bamberger for president; Jack Levy, first vice-president; Elias Sandburg, second vice-president; Seymour Glassner, third vice-president; Sid Weiner, treasurer; James Harvey, recording secretary; Milton Zucker, corresponding secretary; Herman Seltzer, sergeant at arms and Jack Hoffberg chairman of the executive committee.

A CSC Christmas Party will be held on Wednesday at Rossoff's Restaurant, to be followed by a dinner at the Sheraton Astor Hotel.

■

Perspecta in Paris, Rome

Perspecta Stereophonic Sound recording equipment is now installed in M-G-M's Paris and Rome studios. The M-G-M Berlin and Barcelona studios will be similarly equipped soon. An agreement has just been signed licensing the Paris studio of the Compagnie Generale d'Energie Radio-Electrique to handle Perspecta recordings. When the deal is closed with RCA-International, there will be six studios in Europe with facilities open to outside producers to add stereophonic sound to their films.

■

Plan S.F. Theatre Parties

Theatre Owners of Northern California is holding its annual pre-holiday Christmas parties for young people confined at the Youth Guidance Center. Through the generosity of three San Franacisco theatres, the youngsters will see "White Christmas" at the Paramount, "Rear Window" at the Balboa and "This Is Cinerama" at the Orpheum.

■

Canadian Board to Move

The National Film Board of Canada is expected to occupy its new building in Montreal by the spring of 1956, although the moving of equipment and personnel will begin in the autumn of 1955. The new edifice will put under one roof operations currently carried on in two Ottawa buildings.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"DEEP IN MY HEART"
In Glorious COLOR starring
JOSE FERRER • MERLE OBERON • HELEN TRAUBEL
An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

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M-G-M DOES IT AGAIN!

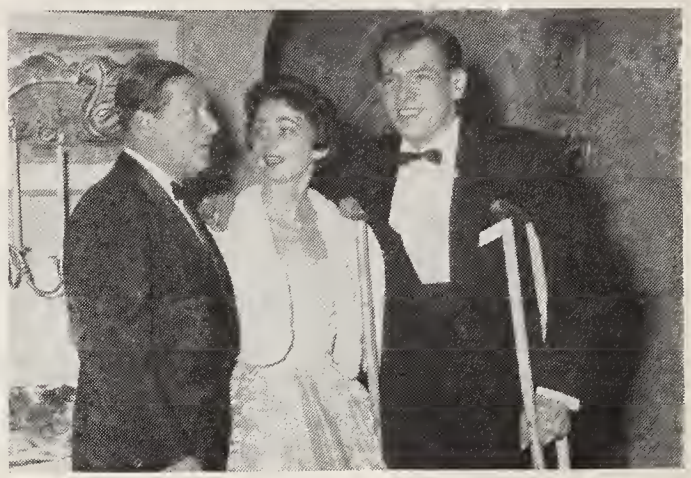
"DEEP IN MY HEART"

Biggest 1st Week Gross of Any Christmas Picture in Music Hall History!

★

Another Musical Sensation from the Company that made "Seven Brides for Seven Brothers"!

World Premiere of 'Show Business'



Pictured to the left at a gala pre-premiere dinner party here, left to right, Mrs. Charles Einfeld, Jack Bean, Mitzi Gaynor, who is Mrs. Bean, and Charles Einfeld, vice-president of 20th Century-Fox. Above, left to right, are George Jessel, Marilyn Morrison and singing star Johnnie Ray.

Sol C. Siegel, left, producer of the CinemaScope musical, is shown here with the celebrated composer, Irving Berlin.

George Jessel, right, is here shown with Arthur Silverstone, assistant general sales manager of 20th Century-Fox, left, and Murray Silverstone, president of 20th Century-Fox International, center.

A smiling trio. Dan Dailey, starred in the Darryl F. Zanuck presentation, is here flanked on the left by W. C. Gehring, executive assistant general sales manager of 20th Century-Fox, and Warren Munsell, right, secretary of the Actors Fund of America.

Grouped together in the red-carpeted lobby, are, left to right, William Moclair, managing director of the Roxy; Ethel Merman, one of the stars of the film, and Frank H. Ricketson, Jr., vice-president and Eastern regional head of National Theatres.

Glitter and Glamor Galore

Stars Shine, Mere Mortals Gawk, 'Show Business' Bows

A brilliant page in entertainment history was written last night at the Roxy Theatre here as Irving Berlin's "There's No Business Like Show Business," 20th Century-Fox CinemaScope musical production, had its world premiere in a benefit performance for the Actors' Fund of America.

The opening, transformed into an impressive tribute to the acting profession, saw a record outpouring of entertainment luminaries, and a record number of spectators who jammed to overflowing the Times Square area, renamed Show Business Square for the occasion.

Scene Is Flood-Lighted

A detail of more than 100 police were assigned to the Roxy Theatre area to keep the crowds in check. Their number was estimated in the thousands, drawn by the arrival of celebrities at the flood-lighted showspot.

On hand to greet the Darryl F. Zanuck presentation were the celebrated song writer Irving Berlin, four of the picture's six stars—Ethel Merman, Dan Dailey, Johnnie Ray and Mitzi Gaynor—and the film's producer, Sol C. Siegel. Stars Marilyn Monroe and Donald O'Connor are in Hollywood and were unable to attend.

A 21-foot bridge was erected under the marquee of the theatre, on Seventh Avenue and 50th Street, over which the stars passed on their way into the red-carpeted lobby. In stage ceremonies immediately preceding the start of the picture, Walter Vincent, president of the Actors' Fund, accepted a check from emcee George Jessel for monies raised from the sale of tickets to the opening.

Several Groups Benefit

Organizations allied with the Actors' Fund benefiting from the premiere are the Episcopal, Catholic, Jewish and Negro Theatrical Guilds, The Lambs and the American Theatre Wing.

Among the personalities attending were Mayor Robert Wagner, Dr. Ralph Bunche, Denice Darcel, W. C. Handy, Patti Page, Ziegfeld Girls Mrs. Annette Rueff and Miss Helen Gates, Nanette Fabray, Billy Williams, Joey Adams, Virginia MacWatters, Charles Coburn, Jessie Royce Landis, Eileen Barton, Gertrude Niesen, Peggy Ann Garner, Walter Abel, Ilona Massey, Harry Hershfield and Rita Gam.

Also: Herb Shriner, Mimi Benzell, Jack Carter, Fran Warren, Linda Darnell, Al Kelly, Jessie Block & Eve Sulley, Paul Winchell, Charles Applewhite, Maggie McNellis, Frank H. Ricketson, Jr., Betty and Jane Kean and Dolores Gray.

Festivities Telecast

Theatre-front activities were telecast "live" over station WPIX in an hour-long show featuring George Jessel and Tex & Jinx McCrary in celebrity interviews and commentary. The program, the first commercially-sponsored telecast of a motion picture premiere, was sponsored by Nash Motors.

Also on hand at the theatre catching highlights of the occasion and the arrival of personalities were Mutual network's Ray Heatherton, and the Armed Forces Radio and the Voice of America, in addition to Movietonews and a corps of newspaper and wire service still photographers.

A musical send-off to the gala event was furnished by the prize-winning 60-piece Freeport High School Band under the direction of Dr. J. Maynard Wettlaufer, chairman of the Music Department of the Freeport, Long Island Schools.

Walter Lang directed "There's No Business Like Show Business," which was reviewed in MOTION PICTURE DAILY, Dec. 8.

Irving Berlin, whose "There's No Business Like Show Business" had its Actors' Fund benefit world premiere at the Roxy Theatre here last night, will be honored today by the Sales Executives Club of New York at its annual Christmas Party.

The composer will be presented with the Club's "Hands of Applause" award which in previous years has gone to President Dwight Eisenhower, Herbert Hoover, Henry Ford, Alfred P. Sloan and Benjamin Fairless. Berlin's citation will hail his accomplishments for stage, and screen, and the general enjoyment of songs that are famous around the world. Over 3,000 sales executives will attend the noon affair at the Waldorf-Astoria Hotel.

Supreme Court

(*Continued from page 1*)

anti-trust suit brought by the Independent Poster Exchange against National Screen Service and major distributors; the other, a suit to determine whether exhibitors must pay Federal income tax on money awarded them as punitive damages in anti-trust suits. Court officials said there was no guaranty these cases would be reached in the session starting on Jan. 31, but that it was clear they wouldn't be heard before then.

The court will meet before then—on Jan. 10—for a decision session. It has under advisement, already argued, a government anti-trust case against the Schubert theatre. The Federal Communications Commission has an application from W. S. Butterfield Theatres, Inc., for a rehearing on the commission's decision to grant a Flint, Mich., television station to WJR, The Goodwill Station, Inc. Butterfield and Trebit Corp. were competitors with WJR for the Flint channel and lost out to WJR.

'Romeo' Aids Polio Drive

Olivia DeHavilland, Grace Kelly, Patrice Munsel, Robert Merrill, Mimi Benzell, Walter Abel, Fay Bainter, Peggy Wood and Magda Gabor will be among the theatrical notables at the Sutton Theatre on Tuesday, for the American premiere of United Artists' "Romeo and Juliet," it is announced by Eddie Dowling, chairman of the Theatre Committee for the March of Dimes, which will receive all the proceeds from the benefit premiere.

N.O. Exhibitors

(*Continued from page 1*)

from this territory tonight at a dinner at Antoine's. Among the exhibitors who attended the screening and the dinner were: E. V. Richards, former president of Paramount-Richards Theatres Corp.; G. J. Dureau, president of Paramount Gulf Theatres; Henry Plitt, Maurice Barr and James Howell, executives of Paramount Gulf; Abe Berenson, president of Allied Theatre Owners of Louisiana; Page Baker, general manager of Associated Theatres; Don Stafford, president of Dixie Theatre Circuit; Joy Houck, president of Houck Theatre Circuit, and L. C. Montgomery, president of Delta Theatre Circuit.

A sales session, held in the afternoon at the Jung Hotel was addressed by Grainger. Walter Branson, world-wide sales manager, presided.

Home office personnel present were: Herbert H. Greenblatt, domestic sales manager; Nat Levy, Eastern-Southern division sales manager; Sidney Kramer, short subjects sales manager, and Harry Gittleson, executive administrative assistant.

Improving 'Scope

(*Continued from page 1*)

ing CinemaScope newsreels in 1955, Sponable said that the issue was out of his hands, pointing out that it was an "economic" issue involving the question of whether exhibitors would pay the additional costs involved.

WB's B.A. Meet

Warner Bros. branch managers in the Argentine are holding a sales meeting this week in Buenos Aires, called by Jack Mindis, Warners' general manager for that country. Feature of the meeting will be screenings of new CinemaScope productions, including the special Jack L. Warner CinemaScope trailer.

People

Babe (Ione) Baratte, 20th Century-Fox, has been elected president of the Film Colony Club in San Francisco. **Ruby Silverman**, Paramount, first vice-president; **Irene Glosser**, Blumenfeld Theatres, second vice-president; **Betty Merritt**, Paramount, treasurer, and **Mildred Combs**, 20th Century-Fox, secretary, are the officers elected.

□

Harry Feldman has been elected president of Local 74, IATSE, succeeding **James Flynn**. Other elected officers are: **Charles Miller, Jr.**, vice-president; **Bridgie Webber**, recording secretary; **Guty Cappiello**, financial secretary; **John Miller**, business agent, for his eighth term, and **Robert Watson**, sergeant-at-arms.

□

Roy Cooper, Roy Cooper Theatres, has taken over booking and buying for the Vacaville Theatre, Vacaville, Calif., formerly handled by General Theatrical. **Cooper** has done likewise for owner **Bob Patton's** Uptown Theatre, Sonora, and Calaveras Theatre in San Andreas.

□

Billy Brooks has been appointed manager of the Glades Theatre, Moore Haven, Fla. **Brooks** replaces **J. C. McMahan** who has been transferred to Fort Myers.

□

P. J. Buchieri has rejoined the Hartford Theatre Circuit as manager of the Lyric Theatre. Buchieri formerly was manager of the Art.

Tax Study by Sindlinger

(*Continued from page 1*)

sent questionnaires in order to help Sindlinger to round up statistics which will be announced early next month.

According to a prominent exhibitor who was in attendance at the meeting, the Sindlinger report will include tax statistics from July 1 to the end of this month, a six-month period. The statistician's figures may possibly be used in preparing briefs and petitions for study by Democratic governor-elect Averill Harriman if and when the New York City exhibitors seek a repeal or amendment of the State Enabling Act of 1947 which allows municipalities to enact legislation such as the nuisance tax, it was learned.

Among the tax figures which will be included in the Sindlinger report will be the initial payment by exhibitors to the New York City Tax Collector of the five per cent amusement tax. The second payment, covering a three-month period ending Nov. 30, is to be paid by the close of business on Monday. Some 436 local theatres in operation on Sept. 20, the date of the first tax payment, forwarded to the city's coffers an approximate revenue of $900,000, less a tax breakage withheld by court order of $150,000. The amusement tax collected by the city for the months of July and August from all sources of revenue totaled about $1,291,949.

Prior to the inception of the tax on July 1, City Budget Director Abraham Beame contended that the amusement impost would produce $9,000,000 yearly from the local film houses. Industry leaders, led by Harry Brandt, president of the Independent Theatre Owners Association, immediately challenged Beame's figures saying that the levy would only produce about $3,500,000. Sindlinger, in June, was compiling statistics to back up the local theatremen's arguments.

Beame, later on, vehemently denied that he expected a $9,000,000 revenue and announced, instead, a yearly expectation from film houses of about four to five and one-half millions.

The Sindlinger report is expected to be made public in early January as exhibitors' strategy in the fight against the five per cent amusement tax moves on. Speakers at the exhibitor meeting at Loew's Theatres yesterday included Brandt, Emanuel Frisch, president of the Metropolitan Motion Picture Theatre Owners Association; Martin Newman of Century Theatres, James Gould of the Radio City Music Hall, Thomas Bress, Loew's Theatres circuit attorney, and Sindlinger.

Toll-TV

(*Continued from page* 1)

first importance is the planning of the campaign. It was explained that if the committee feels that its work should simply be confined to a presentation before the Federal Communications Commission, financing would not present a problem. Emphasis, he stressed, should be upon the challenge of winning the battle, mapping a campaign to do just that, and then raising the funds.

Going to the public with the committee's arguments through full-page ads, the latter committee source, said, presents another financial problem. He acknowledged that the dimensions of the campaign in the final analysis would have to be sized to the amount of money that can be *raised*. But, he argued, the cart should not be placed before the horse, adding first the committee should know what it plans to do before "aimlessly" raising money.

First Considered COMPO

Initially, the committee sounded out the possibility of raising revenues through the Council of Motion Picture Organizations, but that was scotched, when it was pointed out that there was some division of opinion among COMPO members. The Society of Independent Motion Picture Producers, for instance, has come out in favor of toll TV.

Meanwhile, it was learned that the firm of Cohn and Marks in Washington is continuing its preparation of its brief for the FCC in opposition to the recent Zenith bid for Phonevision.

Review

"Romeo and Juliet"

(J. Arthur Rank-United Artists)

A picture full of grace and charm, telling a tale as old as life itself, telling it in cinemagraphic terms that does justice to the genius of William Shakespeare, is offered in this J. Arthur Rank presentation. It will be loved by discriminating audiences and should enjoy long runs in art houses.

Comparisons with other productions of "Romeo and Juliet" both on stage and screen, are inevitable. The strength of this rendition, in the opinion of this reviewer, lies in the photography, the pace of its movement, the excellence of its color and topped by a highly competent all-British cast.

The lack of strong star names familiar to American audiences detracts from the possibility of gaining a mass audience for the picture. However, there are names such as Laurence Harvey, who portrays Romeo; John Gielgud who does the prologue, and Flora Robson, who plays Juliet's nurse, that have some familiarity in America.

Smart showmen, recognizing that they have a gilt-edged package, will use such plus factors and the multiplicity of other positive factors in the picture to increase the audience potential. The naural tie-ups with schools and other cultural and educational organizations should be utilized for increased revenues—the extra dollars are there; the product commands them.

The poetry of love, its joy, its sadness, is captured in this film. There is no necessity to recapitulate the plot line of two young lovers caught in the mesh of their families' feuding for the story is most everyone's cultural heritage. Yet, it should be said that once a few poetic licenses are accepted, the story remains as fresh as when it was written in Elizabethan days.

The picture retains this quality for many reasons: It has Susan Shentall, beautiful, winning and talented, playing Juliet; it was shot on location in Italy, lending reality to its Renaissance period; its settings are full of artistry; and the musical score richly supports the picture's varied moods.

Director Renato Castellani should be commended for not falling into the trap of making Shakespeare "talky." The picture is alive with movement, a proper framework for Shakespeare's poetry.

Mention should be made of Laurence Harvey's interpretation of Romeo. He plays him as a petulant adolescent in the main, a characterization which should draw some lively debate.

Castellani, in addition to directing the film, did the adaptation for the screen. It was produced by Sandro Ghenzi in association with Joseph Janni. Robert Krasker was director of photography and Joan Bridge, the Technicolor color consultant. Roman Vlad composed the music.

Running time, 140 minutes. General classification. For December release.

MURRAY HOROWITZ

New Firm

(*Continued from page* 1)

the United States will be split into 12 zones, each headed by a zone manager with one assistant. The physical handling of prints will be channeled through National Film Service, Nathanson said. Despite the low percentage fee, Nathanson said that the operation can show a profit. Home office expenses will be held to a minimum, having only a sales manager, an assistant, an advertising staff, plus clerical aides, he said.

Describes Los Angeles and Dallas

In almost all the distribution centers, Nathanson contended, it requires a maximum of 30 calls to cover between 70 and 80 per cent of their respective territories. As an example, Nathanson pointed to Los Angeles, where 21 film buyers represent 78 per cent of the territory. In Dallas, he said, 18 buyers represent 82 per cent of the territory's theatres. A corresponding ratio exists throughout the country, he claimed. To sell the national circuits, with the exception of National Theatres which is handled out of Los Angeles, it is necessary to contact only five buyers in New York to cover key city first run situations as well as the subsequent runs, Nathanson said. The zone managers in each of the areas will contact the balance of the approximate 20 per cent of theatres, in addition to the regional circuits, he explained.

A maximum job for independent producers can be done under such a setup, Nathanson said, because each picture will receive individual, concentrated attention and the savings will be reflected in film rentals. The plan, he added, will coincide in some measure with the proposal of Pat McGee, general manager of Cooper Foundation Theatres, for a booking-buying organization exclusively for small situations, but further, he added, it will be more applicable.

Independent Production a Factor

With new independent production units springing up, Nathanson said, the producers need an efficient and yet economical outlet. He said that his new organization will fill that need. As an example, he referred to the unit planned by George Burns, Jack Benny and Norman Krasna for the production of a picture starring Jackie Gleason.

Nathanson for many years was with the Columbia sales department and has handled special assignments for major companies.

Don't Miss

AMPA'S 38th

ANNUAL

CHRISTMAS

PARTY

Tuesday, Dec. 21st, 12:30 p.m.

HOTEL PICCADILLY • 227 West 45th Street

GEORGIAN ROOM

A WONDERFUL OPPORTUNITY
TO RENEW OLD FRIENDSHIPS

No Reservations assured after
5 P. M., Monday, Dec. 20th

Telephone: Cy Eichman,
Astor Pictures Corp., JUdson 2-1287

Deny Schine

(*Continued from page* 1)

secretary-treasurer of Schine Theatres, Inc., and an officer of Hildemart, made that assertion in response to questioning by government attorney Joseph E. McDowell as to "how or by whom" the payments were made. The government has contended that Hildemart was an instrumentality and "alter ego" of the Schine Chain Theatres, Inc.

Mrs. Torrey, on the stand for the fourth consecutive day, said she did not know the source of the payments but suggested they might have been made from personal accounts or proceeds of the candy concession business owned by the Schine wives and children.

As McDowell turned to affairs of the candy businesses, defense attorney Frank G. Raichle said he would stipulate that the Schine corporation organize these companies and for a time own stock in them and that the B and B Confectionery Sales Corp., which was chiefly under consideration, was organized by Schine about 1939 and transferred to the wives and children in 1942 or 1943.

The minutes of the board of directors meeting of the B and B Confectionery Sales Corp., on Aug. 15, 1946, in Gloversville, read in part by McDowell, disclosed that at that meeting $9,000 in dividends were appropriated from surplus profits to the owners.

$5,000 to Olympic Fund

Approximately $5,000 was raised for the United States Olympic Fund in admissions to the world premiere of Paramount's "The Country Girl," Wednesday night, at the Criterion Theatre here.

Saranac in Gay Mood For 'Chalice' Debut

SARANAC LAKE, N. Y., Dec. 16.—The world premiere of Warner Brothers CinemaScope feature, "The Silver Chalice," will take place at the Pontiac Theatre here tomorrow night, culminating a two-day salute to the film in which a number of top Hollywood stars will have participated.

Today, at noon, a gala parade was held in honor of the film and the stars, who were drawn through the streets on dog sleds.

The premiere will take place at the Pontiac tomorrow at 6 P.M. Two complete shows will be given in honor of the event, with the 9:30 festivities being broadcast over the Mutual Network. Later in the evening a torchlight parade will bring the festivities to an impressive close.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. No. 117 NEW YORK, U.S.A., MONDAY, DECEMBER 20, 1954 TEN CENTS

EDITORIAL

Fair Warning on Gov't. Regulation

By Sherwin Kane

PROPONENTS of Federal regulation of the industry—even those exhibitors who may be inclined to support it out of desperation born of current operating frustrations confronting the small theatre, in particular — must have been given plenty to think about in the reply last week of Sen. Andrew Schoeppel, chairman of the Senate Small Business subcommittee, to representations made by Albert Hanson, chairman of the trade relations committee of Southern California Theatre Owners Association.

Schoeppel observed that if he were an exhibitor he "would think a long time before I would urge government regulation of my business."

He would not want the government to tell him, he said, what admission price he could charge, what return he could get on his investment, nor have schedules drawn up telling him what pictures he could play, for how long and when. Nor would government regulation solve a product shortage, Schoeppel warned.

•

Motion Picture Daily's recent poll of national exhibitor opinion on the proposal for Federal regulation of the industry indicated that there were about two exhibitors in five in desperate enough straits to opine that if trade relief was not forthcoming soon for their operations, they would favor a move in the direction of Federal regulation.

Their attitude appeared to be: What do we have to lose?

Senator Schoeppel's letter

(*Continued on page 2*)

Counter Zenith

Theatres' Toll TV Group in FCC Petition

From THE DAILY Bureau

WASHINGTON, Dec. 19. — The exhibitors' joint committee on toll-TV told the Federal Communication Commission over the week-end that it was opposed to subscriber television and asked the FCC not to act on Zenith's petition for immediate authorization of the service until the joint committee has filed its comments with the Commission.

In a letter written by Marcus Cohn, joint committee counsel, the Commission was told that the toll-TV committee was preparing a reply to the

(*Continued on page 4*)

Kassler Tells Product Plan

A distribution plan whereby exhibitors may participate financially in the distribution of product was unveiled at the weekend by Frank Kassler, president of Continental Distributors, Inc., and Walter Reade, Jr., president of Walter Reade Theatres, who is associated with Kassler in Continental. The plan is designed to insure greater and preferred playing time for producers of specialized films and to assure a flow of product for exhibitors.

Under the plan, an exhibitor in a particular territory would put up an amount of money in a ratio to the dis-

(*Continued on page 4*)

Gov't Weighs 16mm. Action

MAY NAME ALLIED CO-CONSPIRATOR

Department of Justice Considers Adding Other Industry Organizations to Suit Also

From THE DAILY Bureau

WASHINGTON, Dec. 19. — The Justice Department is considering naming Allied States Association a co-conspirator in the 16mm. anti-trust suit seeking the unrestricted sale of 16mm. films to television, it was learned here at the weekend.

A Justice Department spokesman, questioned on the report, confirmed that the matter is under consideration, adding that the naming of other unidentified organizations also is being examined. He stated, however, that the decision most likely will be made by the Federal Attorney in Los Angeles in charge of the case, rather than by the Attorney General's office here.

Currently, it was learned, discussion of the matter is being carried on between the Justice Department here and the Federal Attorney's office in

(*Continued on page 4*)

AB-PT Decree Change Made

From THE DAILY Bureau

WASHINGTON, Dec. 19. — The Justice Department has agreed to modify the conditions under which the voting trust established in the Paramount consent decree is to be wound up early next year.

It is expected that a court order making the changes will be entered early this week.

Under the Paramount decree, all

(*Continued on page 4*)

McConville, Kastner Head Columbia Int'l

Joseph A. McConville, president of Columbia Pictures International Corp. since the company's founding, has been elected chairman of the board of directors of that organization, with Lacy Kastner, Columbia International vice-president and managing director for

(*Continued on page 4*)

Price to Drop 40% On Superscope Lens

From THE DAILY Bureau

HOLLYWOOD, Dec. 19. — The price of Superscope anamorphic lenses will be reduced more than 40 per cent Jan. 3, and distribution will be on a direct factory-to-exhibitor basis thereafter, co-inventors Joseph and Irving Tushinsky announced on Friday. In their announcement Tushinsky said:

"We are dropping the price of the

(*Continued on page 4*)

S-W May Add New Theatres Soon

By J. A. OTTEN

WASHINGTON, Dec. 19. — The Justice Department has agreed to another extension of the Stanley Warner divestiture deadline and a modification of some divestiture conditions. It is expected this will wind up Stanley Warner's divestiture and will clear the way for the chain to seek government permission to start acquiring new theatres.

The chain has been barred from acquiring new theatres until it completes its divestiture. The new extension, which will be put before the court early this week, will relax the original Warner consent decree and permit Stanley Warner to retain certain properties which have proven difficult to get rid of and still be considered as having fulfilled its divestiture program and therefore become eligible for new theatre acquisitions.

By Jan. 4, 1955, the present divestiture deadline, Stanley Warner will still have only four of the 57 theatres it was originally to have disposed of, according to Justice officials. Three of these involve long-term leases on unprofitable theatre operations and the chain will be allowed to keep these providing certain conditions are met. The company will have an additional six months to sell or lease the fourth.

This last case involves the Orpheum

(*Continued on page 4*)

HAROLD HECHT presents
GARY COOPER ★ BURT LANCASTER
"VERA CRUZ" thru UA
in SUPERSCOPE COLOR BY TECHNICOLOR

ADVERTISED IN THE DEC. 19 ISSUE OF
This Week
For more than 23,500,000 readers to see.

Personal Mention

SOL C. SIEGEL, producer, left New York by plane on Saturday for Hollywood.

•

J. RAYMOND BELL, public relations executive for Columbia Pictures, has been named a member of the national judicial council of the Public Relations Society of America and has also been elected vice-chairman of this group.

•

ROBERT CLARK, Associated British Picture Corp. production chief, left New York for London on Friday via B.O.A.C. Monarch.

•

O. S. BARNETT, office manager for Allied Artists in Atlanta, has left there with MRS. BARNETT and their daughter for Chicago.

•

LEONARD BURGH, United World Films branch manager in Atlanta, has left there to spend the holidays with his parents in New York.

•

JAY SOLOMON, vice-president of Independent Theatres of Chattanooga, is the father of a son born to MRS. SOLOMON there last week.

•

FRANK KING of King Brothers Productions will arrive in New York tomorrow from Hollywood.

•

ROBERT HAGGIAG, producer of Italian films, will arrive here tomorrow from London via B.O.A.C.

•

MITZI GAYNOR returned to Hollywood over the weekend from New York.

Hammerstein, Brandt To Head FJP Groups

Oscar Hammerstein II has been named chairman of awards and Harry Brandt has been named luncheon chairman of the Amusement Industry Division of Federation of Jewish Philanthropies' second annual Mark of Achievements luncheon to be held at the Hotel Sheraton Astor here on Jan. 20, it was announced by Adolph Schimel, chairman of the amusement industry division's participation in the 1954-55 Federation fund-raising drive.

The "Mark of Achievement" awards are being given annually to outstanding figures in the entertainment world "whose talents and genius have brought happiness to countless millions." Recipients of last year's awards were Edward R. Murrow, Eddie Fisher, Bishop Fulton J. Sheen and Dr. Moshe Davis for the "Eternal Light" radio program.

Recipients of the 1954-55 awards will be announced shortly by Hammerstein.

Brandt, who was amusement industry division chairman of Federation's 1953-54 fund-raising drive, is to serve as chairman of the luncheon and has launched plans to insure a record turnout for the event.

'Trust' Trial Probes Merger of Schine and Kentucky Company

BUFFALO, Dec. 19.—The merger of the Harlan, Ky., Margie Grand Theatre into the Schine Lexington Corp. shouldn't be included as evidence in the anti-trust suit against Schine Circuit Theatres in Federal Court here, according to attorney Frank G. Raichle, who said that the transaction took place "before this court's consent decree of June 23, 1949."

Government attorneys Lewis Bernstein and Joseph E. McDowell had previously presented evidence relating to the alleged use of Darnell Theatres as an "instrument" in acquiring the Margie Grand Theatre in Harlan.

California theatre manager Leon B. Scott, who was permitted to testify and return to his home without delay, stated that in 1947 he sold his interest in the Kentucky house to Darnell, whose stock he and the Schine Lexington Corp. equally owned.

Scott was examined by Bernstein. McDowell temporarily withdrew from the stand Mrs. Florence D. Torrey, assistant secretary-treasurer of Schine Chain Theatres. Scott's testimony, according to Bernstein was "merely background."

Raichle said that the merger of the Harlan house took place long before the cut-off bar by the statute of limitations and the modifying result from the settlement of January, 1952.

Saranac in Two-Day Welcome to 'Chalice'

SARANAC LAKE, N. Y., Dec. 19. — Warner Brothers' "The Silver Chalice," and the contingent of Hollywood stars who came East for the opening of the picture, were accorded a warm welcome here when the CinemaScope feature had its world premiere Friday at this resort community's Pontiac Theatre.

The showing of the film on Friday culminated two days of festivities which started Thursday morning with the arrival of Virginia Mayo, Jack Palance, Alan Hale, Tab Hunter, Ann Robinson and other players on the "Silver Chalice Premiere Special." This was followed Thursday afternoon by a Winter Carnival and a buffet supper.

The Friday night premiere followed a mile-long parade through the downtown streets in the morning and an exhibition of winter sports in the afternoon.

The premiere festivities on Friday night were broadcast over 300 stations of the Mutual network.

Scott, 20th Manager In Omaha, Is Dead

OMAHA, Dec. 19.— John E. Scott, 20th Century-Fox branch manager for 20 years, died Friday in a hospital here following a heart attack Thursday. He formerly was with 20th-Fox in St. Louis and was the Variety Club chief barker here in 1949.

News Roundup

Mexico to Back Quality

The best stories and plots, material which promises the best boxoffice returns, will be the first to be backed in Mexico by the trade's own bank, the semi-official Banco Nacional Cinematografico, S. A., it has been announced by Eduardo Garduno, director general of the bank. Such pictures, it is said, will be financed heavily. The lesser types can look for no more than 20 to 30 per cent bank money.

■

Caldwell Calls It Cyclotrona

Cyclotrona is the name chosen by Frank Caldwell for his new motion picture process. Caldwell, independent producer and director, is now in New York setting up the business structure for the financing and marketing of the system.

■

Pittsburgh Art Theatre

The success of Pittsburgh's Squirrel Hill Theatre as an art house has prompted the Indie Beacon Theatre to adopt a similar policy. Operator Ralph Green is lining up foreign art product for the house, which under the name of the Guild Theatre will begin the showing of art films next month.

■

Cinerama Strong in Chicago

"This Is Cinerama," is now in its 73rd week in Chicago, John Bull, publicity head of Eitel's Palace Theatre, expects that by the end of January, 1,500,000 persons will have viewed the production.

■

Portland House Reopening

The United Artists Theatre in Portland, Ore., is being reopened by Mrs. J. J. Parker after having been closed for two months. "Hansel and Gretel" will start there on Thursday.

'Underwater' Plans Set at Sales Meet

NEW ORLEANS, Dec. 19.—Sales and promotion follow-ups to the underwater premiere of Howard Hughes' "Underwater" on Jan. 10 in Silver Springs, Fla., were discussed during the last day of the fourth RKO Pictures regional sales meeting at the Hotel Jung here.

The Superscope-Technicolor production, which goes into general release Feb. 9 with a minimum of 32 key branch city openings, was screened for RKO officials at the start of the conference along with "The Americano," which was viewed later on at the Tudor Theatre here.

Southern division sales personnel were addressed by J. R. Grainger, president of RKO Radio Pictures, and Joseph Tushinsky, co-inventor of Superscope. Walter Branson, worldwide sales manager, presided.

Gov't. Regulation

(*Continued from page* 1)

provides the answer to that attitude.

The dangers which he says are possible to the exhibitor through Federal regulation, and of which he warns, add up to the surrender by the exhibitor of initiative and business independence in the operation of his theatre.

Experience has shown that with time the industry has made its way out of every dire emergency that has confronted it. There is no reason to believe that the one now facing the small exhibitor cannot be overcome also with diligence and good will in time.

There is little reason for believing that the solution will ever come about through government control of the industry.

$40,000,000 Profit For RCA: Sarnoff

The Radio Corporation of America in 1954 will do the largest volume of business in its 35-year history, according to Brig. General David Sarnoff, chairman of the board, who announced in a year-end statement that sales of product and services amounted to approximately $930,000,000, with net profits before Federal taxes totaling an estimated $84,000,000 and after taxes $40,000,000.

The basic progress in research and experimentation on compatible color television, color TV tubes and new sets, RCA's magnetic TV tape recorder, electronic light, electronic light amplifiers, transistors and high fidelity during 1954 will have a profound effect during 1955, Sarnoff said, and should certainly result in good business later.

Television during 1954 established new records in retail sales of receivers and widened the scope of programming, especially in color, he said.

Looking ahead, Gen. Sarnoff said that industry production of TV receivers in 1955 is currently estimated around 6,000,000 sets, which will lift the total number of TV sets in the U. S. to approximately 38,000,000 by the end of the year. "At the opening of 1955, there will be more than 420 TV stations in operation in the U. S., 140 of which will be equipped to handle network color programs," he said. "More than 90 new TV stations began operation in this country during 1954 and in Canada, 26 TV stations are expected to be on the air by early 1955," Sarnoff said.

Donald Duck in 'Scope

Donald Duck will make his CinemaScope debut in Walt Disney's forthcoming short subject titled "Grand Canyonscope." The short will be tagged to play on the same program with "20,000 Leagues under the Sea."

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Harry Cohn Says:

Columbia to Conserve Cash For Expansion

By LESTER DINOFF

Columbia Pictures' stockholders, after approving all management proposals including a plan to double the amount of common stock from 1,000,000 to 2,000,000 shares, were informed by president Harry Cohn, who presided at the home office annual meeting on Friday, that due to the rapid growth of the company and its future business expansion program, it will be necessary to conserve cash assets.

Harry Cohn

By having a stock dividend policy, Cohn and A. Schneider, Columbia vice-president and treasurer, said in answer to stockholder questions, "all cash assets, including the $7,053,745 listed in the annual report on June 26, will be conserved for business expansion."

The Columbia Pictures management, which has followed a practice in recent years of paying stock dividends on its common stock in lieu of cash dividends, sought the increase of common stock on the grounds that it will be available for additional shares for future dividends and for other corporate uses, thus conserving cash.

Sees Business Good

Revealing that Columbia has recently completed negotiations for a $15,000,000 bank loan to be used for investments in future productions, Schneider, when asked about the current trend of company earnings, domestically and abroad, stated that "business is generally good and that about 40 per cent of earnings is from the overseas market."

The stockholders elected the following directors to serve until the next annual meeting: Cohn, Jack Cohn, Schneider, L. M. Blancke, N. B. Spingold, A. Montague, Donald S. Stralem, Alfred Hart and Abraham M. Sonnabend. Also, they ratified the extension of Harry Cohn's employment contract with Columbia which calls for a salary of $3,500 per week and an expense allowance of $600 per week.

A proposal that all common stock be changed from no par into shares having a par value of $5 per share was approved.

One Resolution Rejected

A resolution proposed by stockholder Victor H. Mardfin that Columbia adopt cumulative voting for its stockholders meetings was rejected by vote of the meeting. Columbia management opposed this resolution.

Answering a stockholder question concerning the sale of old feature films to television, Cohn and Schneider said that while some old Westerns, having no theatrical value, were sold by Columbia to television, the present film library will not be sold to TV due to the individual pictures' potential when and if reissued for motion picture exhibition and to subscription television.

The board of directors reelected all officers. They are: Harry Cohn, president; Jack Cohn, executive vice-president; vice-presidents A. Schneider, N. B. Spingold, A. Montague, B. B. Kahane, Jerry Wald, Paul N. Lazarus, Jr., Leo Jaffe, Joseph McConville and Louis J. Barbano; secretary, Charles Schwartz; controller, Arthur Levy; assistant treasurer, Morton Wormser; assistant secretaries, Bernard Birnbaum and Duncan Cassell.

Screen Gems Income To Double in 1955

The gross income of Columbia Pictures television subsidiary, Screen Gems, will be in the neighborhood of $6,000,000 during the coming year, according to A. Schneider, Columbia vice-president and treasurer.

The Screen Gems gross income during this past year was about $3,000,000, Schneider informed stockholders at the Columbia annual meeting here.

Hillman Wins Fabian Anniversary Contest

Irving Hillman, manager of the Roger Sherman Theatre, New Haven, is the winner of the "Fabian's Fabulous Forty" contest through which the Stanley Warner Corp. celebrated Si Fabian's 40th anniversary in showbusiness.

The announcement made by Harry M. Kalmine, vice-president and general manager of Stanley Warner Theatres, said that Hillman's prize would be a two-week vacation in England with Mrs. Hillman. Additional prizes which go to Mrs. Hillman include a mink stole, a diamond studded watch, set of matched luggage and several years' supply of a number of famous perfumes.

The second national prize, a $1,500 U. S. Bond, was won by William Wyatt, of the Virginian Theatre, Charleston, W. Va. and the third prize, a $1,000 U. S. Bond, was won by Frank Costa, Warner Theatre, Ridgewood, N. J.

Promotional Awards Made

For the best series of promotions, the award was given to Claude Land of the Silver Theatre, Silver Springs, Md., and the best series of kiddie show activities was won by Jack Harvey of the Palace Theatre, Danbury, Conn.

The winners of exploitation prizes on individual pictures were: Howard Higley, Allen Theatre, Cleveland; Dominick Lucente, Broadway Theatre, Philadelphia; Henry Rastetter, Warner, Erie, Pa.; James Salmans, 6th St. Theatre, Coschocton, O.; Iz Perlin, Stanley, Camden, N. J.; Sidney Hoffman, Metropolitan, Washington; William Wyatt, Virginian, Charleston, W. Va.; Willard Osborne, Granada Theatre, Santa Barbara, Cal. and Al Plough, Stanley Theatre, Philadelphia.

The mink stole to Mrs. Hillman was a gift from Confection Cabinet Corp., ABC Vending Corp. and Tri-State Automatic Candy Corp. The watch was presented by Pepsi Cola Co.; the luggage by Barnet Film Service and the perfume by Jo-Lo Perfume Co.

Ohio Distributors Bypass Voluntary Print Censorship

COLUMBUS, O., Dec. 19.—There has been little, if any, response from distributors to the invitation of R. M. Eyman, chief Ohio film censor, to submit pictures voluntarily for censorship, reports Robert Wile, secretary of the Independent Theatre Owners of Ohio.

Wile said the print shortage may be relieved for Ohio exhibitors by the absence of censorship, since the companies no longer have to pay the $3 per reel fee for every print. "They will be more willing to bring prints into the state for simultaneous bookings. While this may not be felt in the first week, the situation may ease tough print problems."

Cuts have been restored in many pictures, said Wile. "As long as this involves a picture which has a Production Code seal, you need not worry, since the picture as you will get it played at least 42 other states and probably more, as Ohio's censors were the most capricious of all," Wile added.

Cutting Criticized

"Nothing would help the cause more than for someone to complain about a picture which has a Production Code seal, being cut by the censors and then shown uncut in theatres. We could then show this picture to a legislative committee as an example of the type of cutting that is being done."

The Catholic Times, official publication of the Columbus diocese, said editorially that the Ohio Supreme Court's decision "should not be taken as the death knell of state censorship but rather only as a rallying cry for those interested in seeing moral entertainment insured in our theatres."

Eyman told reporter Dean Jauchius of the Columbus "Dispatch" "what I'm after are those foreign films. Some of them are downright vulgar."

MGM Sets 12 Shorts For Jan. thru April

Twelve short subjects will be released by M-G-M during the first four months of 1955. Four of these will be "Tom and Jerry" reprint cartoons, and of these four, two will be in CinemaScope.

For January, there will be Pete Smith's "Man Around the House" and two of "Tom and Jerry," "Part Time Pal" and "Cat Concerto." Another of these—"Dr. Jekyll and Mr. Mouse"—is slated for February, together with "Keep Young" and "Mexican Police on Parade."

During March, there will be the Tom and Jerry CinemaScope cartoon, "Southbound Duckling," followed by "Sports Trix," from Pete Smith, and "Salt Water Tabby," a Gold Medal reprint.

For April, there will be "Pup on a Picnic," a Tom and Jerry CinemaScope cartoon; "Just What I Needed," a Pete Smith, and "Mighty Niagara," a Fitzpatrick Traveltalk.

Detroit Mgr. Vanishes

DETROIT, Dec. 19.—Max Gealin, owner of the Loop Theatre here, reported that William Carden, 38, manager for three years, disappeared on the way to the bank with $424 cash and $658 in checks. Carden was on a daily trip to a bank four blocks from the theatre.

People

Jonas Rosenfield, Jr., U.F.E. Releasing Corp. vice-president in charge of advertising-publicity, on Friday was guest speaker at a dinner for the Boston film critics tendered by **Viola Berlin**, of the Exeter Theatre there.

□

Murray Gerson, of Universal Pictures, San Francisco, has been reelected president of the Colosseum of Motion Picture Salesmen, Lodge No. 3, of that city. Other officers are: **Al Adolph**, Republic, vice-president; **Bill Wheeler**, Warner Bros., retained as treasurer; **Joe Flannegan**, 20th Century-Fox, secretary, and **Jack Finley**, United Artists, sergeant-at-arms.

□

Horace E. Shock, of Lima, Ohio, has resigned as second vice-president of the Independent Theatre Owners of Ohio, and has sold his theatre interests. The vacancy will be filled at the annual election next spring.

□

James Cartledge replaces **Pierce E. McCoy** as city manager for the Georgia Theatres in Augusta, Ga.

□

Dr. Nathan Swerdlin of the Jewish Day-Journal has been elected president of the Foreign Language Press Film Critics' Circle. **Wladislaw Borzecki**, editor of the Polish Morning World, has been elected vice-president. The other officers are **Mary Mokarzel**, publisher of the Arabic daily, "Al Hoda," secretary; **Dr. Tibor Weber**, of the Hungarian "Nepszava," treasurer, and **Sigmund Gottlober**, executive director.

Cinerama Star of Bangkok Fair: USIA

WASHINGTON, Dec. 19. — The showing of Cinerama at the Bangkok Fair has duplicated the fantastic success that the show had at the recent Damascus Fair, according to the United States Information Agency.

The agency made the necessary arrangements for the showing of "This Is Cinerama" at both fairs. The Bangkok Fair opened on Dec. 7 and closed yesterday, with Cinerama putting on two shows a day in a theatre with 2,000 seating capacity.

The Information Agency said there were crowds waiting at all times to see the film and that police had great difficulty keeping order, so great was the desire to get in.

Cinerama proved so popular, the USIA declared, that the film's run has been extended for another two weeks past the fair's closing day to permit another 56,000 natives to see the unusual show.

Say Emanuel Takes Over Loew's Ave. B

The Loew's Ave. B Theatre has been taken over by Jay Emanuel Theatres of Pennsylvania, it was reported within the company. Efforts to obtain confirmation were unavailing.

The Ave. B Theatre is among those Loew's was required to divest under terms of its consent decree.

See Sponsors For TV Bows

The telecasting of all 20th Century-Fox premieres will be made available for sponsorship, it was stated on Friday by Charles Einfeld, 20th-Fox vice-president in charge of advertising, publicity and exploitation.

Einfeld's decision was made following what was claimed to be the first premiere sponsored telecast last Thursday evening for "There's No Business Like Show Business." The hour-long telecast over New York's independent station WPIX, sponsored by Nash, was seen in 600,000 homes, according to WPIX.

Heretofore, Einfeld explained, the film companies had to purchase time from the station for the telecast, but with a sponsored program the time is purchased by the sponsor, with the film company supplying, in effect, the programming.

Networks, Einfeld continued, are now showing a keen interest in the possibility of telecasting premieres. The Nash people, he went on, are very well satisfied with last Thursday's telecast outside the Roxy.

"We, in turn, feel it helps to sell theatre tickets," Einfeld said.

Superscope

(*Continued from page* 1)

lenses, so that they will be within the reach of every exhibitor, big or little, in the world."

Two lens-grinding companies and one casting foundry now are engaged in turning out Superscope lenses and housings.

The announcement coincides with screenings of the first two completed features processed by the Superscope system. They are the Hecht-Lancaster "Vera Cruz" and RKO Radio's "Underwater."

McConville

(*Continued from page* 1)

the European Continent, succeeding McConville as president.

McConville continues as a vice-president of Columbia Pictures Corp., the parent firm. Kastner, who was named executive vice-president of Columbia international last June, was also elected to the board of directors of the international company.

Gov't and Defense Counsel Meet Today

HOLLYWOOD, Dec. 19.— Officials of the Federal Attorney's office, questioned here Friday regarding the report that the Justice Department is considering naming Allied States Association as co-conspirator in the 16mm. antitrust case, stated that no decision has as yet been reached in the matter. They also declined to speculate on when the decision will be made.

Meanwhile, both Government and defense counsel are to appear Monday before Federal Judge Harry C. Westover, as previously reported, to continue discussions looking toward defining areas to be covered in trial of case.

May Add Allied to 16 mm Suit

(*Continued from page* 1)

Los Angeles. In 1952, when suit was filed, Theatre Owners of America was the only exhibitor group cited as a co-conspirator. Named as defendants were six major producing companies, their 16mm. distributing subsidiaries and two independent 16mm. distributors. These included 20th Century-Fox, Warner Brothers, RKO Pictures, Republic Productions, Screen Gems, a Columbia subsidiary, and United World, a Universal subsidiary. Loew's and Paramount, not distributing 16mm. films, were not included in the action.

Say TOA Aided Defendants

The original complaint cited TOA for aiding the defendants in policing and enforcing their alleged restrictions on the sale of 16mm. film to television and various other outlets in competition with established theatres. At the time, it was said that national Allied was not cited as a co-conspirator because the Department had no evidence concerning it and others, referring to Allied and Paramount.

Took No Action

Now, two-and-one-half years later, apparently the Justice Department, or a segment of it, believes otherwise, or at least is considering the possibility of altering its decision. Apparently being weighed in the consideration of the Justice Department are the public statements of exhibitor organization leaders other than TOA warning against the sale of theatrical films to TV.

TOA, soon after it was named as a co-conspirator, considered the advisability of actively intervening in the suit, but no action was taken by the organization.

AB-PT Decree

(*Continued from page* 1)

stock of the new theatre company was to be put into a voting trust, from which it could be taken out only on an affidavit that the owner held no stock in Paramount Pictures. A modification excluded holders of 500 or fewer shares, and a still later change raised excluded holders of 2,000 shares or less and permitted holders of more than 2,000 shares to get stock out on a showing that it was held for investment only and that the owner took no part in management of the company.

The original decree also provided that by Jan. 1, 1955, the trustee must notify all stockholders with shares still in trust that their shares would be sold in 90 days. It stipulated, however, that these shares could not be sold by the trustee to any person who owned Paramount Pictures stock.

48,500 Still in Trust

This last provision created a problem: It meant that the stock could not be sold through the New York Stock Exchange, since the exchange can not put such qualifications on its transactions. Justice officials found that at present there are only about 48,500 shares of American Broadcasting-Paramount Theatres stock still in trust, less than 1¼ per cent of the company's outstanding stock. In view of the small amount of stock involved and in order to make possible public sale through the Stock Exchange, the Justice Department has agreed to modify the original judgment so as to remove the restriction that the stock cannot be sold to anyone also owning Paramount Pictures stock. However, the Department did specify that no more than 500 shares of the remaining stock can be sold in any one day. Justice officials said that in the first 11 months of the year, approximately 34,000 shares of AB-PT stock were traded weekly on the New York Exchange.

Johnston to Spokane

Eric A. Johnston, president of the Motion Picture Association of America, left here at the weekend for his home in Spokane, Wash., for the holidays. On Friday, he briefed a foreign managers meeting on his recent Far East trip and the status of negotiations there, as previously reported in the trade press following his return to the U. S.

'Continental' Plan

(*Continued from page* 1)

tribution percentage possibility in his area. For example, if the Chicago territory represented 10 per cent of the picture's potential return, an exhibitor would invest an amount equal to 10 per cent of the picture's capitalization. The exhibitor would be given the first run rights to the film, but he, in turn, would then make it available to the subsequent runs in his area and share 10 per cent in the Western Hemisphere gross.

As explained at a trade press conference at Reade's new Oakhurst, N. J. home offices, the participating exhibitor would not be investing in a "pig in a poke," but would be able to see each picture before investing in it.

The first picture under the setup is "To Paris with Love," a J. Arthur Rank production, to which Continental has obtained the Western Hemisphere rights. The picture stars Alec Guiness in his first Technicolor comedy.

Continental plans to make three to four pictures available a year in the so-called Continental plan, Kassler said.

Currently in release under the Continental banner are two Rank productions: "Tonight at 8:30" and "The Final Test." In preparation are two French films: "The Snow was Black" and "Domenica."

Continental also is distributing the Canadian Film Board's featurette, "Stratford Adventure," with Alec Guiness. Also being prepared for release early in 1955, Kassler said, is the first modern story to come from Japan, titled "Hiroshima."

FCC Petition

(*Continued from page* 1)

petitions filed by Zenith and Teco, Inc.

Referring to Zenith's request for the authorization of subscriber television either without proceedings or with limited proceedings, Cohn said, "The relief requested by Zenith and Teco, Inc., would drastically revise the present pattern of broadcasting and would result in fundamental changes in the philosophy of the Communications Act."

The letter requested the FCC to defer any action on Zenith's request until the toll-TV committee could file its reply, "so that full consideration may be given to all viewpoints on this very vital request for a change in the rules."

S-W Houses

(*Continued from page* 1)

Theatre in Titusville, Pa. Originally required to be sold, it can under the new extension be either sold or leased, providing the circuit agrees for a five-year period not to take more than 60 of the first-run films of major distributors in its other Titusville theatre.

While the chain has until July 4, 1955, to get rid of this property, it would be to its interest to dispose of it earlier, since it can apply for new theatres anywhere in the United States as soon as the Orpheum is sold or leased. Of course, it must still receive Justice and court approval before it actually acquires any new theatres.

Some Properties Unprofitable

In the other three situations, Stanley Warner has long-term leases on unprofitable theatre properties and no one seems willing to take over the leases. Leases on the Washington Theatre in Chester, Pa., and the Modern Theatre in Lawrence, Mass., run through May, 1965, while a lease on the Capitol Theatre in Danbury, Conn., runs through July, 1957. In all three cases, Stanley Warner is agreeing not to extend or renew the existing lease, to dispose of any of the three leases if anyone wants to take it over, and make an irrevocable offer to each landlord allowing the landlord to cancel the lease on 30 days notice to Stanley Warner. In addition, there are special conditions in each case: the Washington, which is now closed, can't be reopened without government approval and Stanley Warner agrees not to operate more than two first-run theatres in Chester; the Modern will not be operated as a first-run house and Stanley Warner agrees for five years not to have more than two of its theatres in Lawrence operating as first-runs and to limit itself to two-thirds of the first run films of major distributors; and the Capitol will not be operated as a first-run house, and for three years the circuit will not take for its other first-run theatres in Danbury more than two-thirds of the first-run films of major distributors.

A similar wind-up order is expected for National Theatres early in January, and Loew's and RKO are also nearing the end of their divestiture programs.

Circuits Move Offices

RKO Theatres and the Stanley Warner Corp. moved to new office quarters over the weekend. RKO Theatres has shifted its home office to 1740 Broadway while Stanley Warner moved to 1585 Broadway here.

Reade, Sr., Home Now Circuit Office

The 20-room home of the late Walter Reade, Sr., at Oakhurst, N. J., has been converted into home offices and headquarters of Walter Reade Theatres, and at that spot the trade press on Friday was given a weekend "Cook's Tour." The great mansion has been broken up into departmental segments. What used to be huge bedrooms are now the offices of the accounting, booking and clerical departments of the circuit.

In the THEATRE Equipment *& Refreshment* World . . . *. . with RAY GALLO*

RADIO CITY MUSIC HALL is now cooling both the film gate and the film itself by means of a water jacket and air jet attachment on its projectors. With Simplex X-L mechanisms, the theatre has installed Simplex X-L Aqua-Flo units, which circulate water around the gate and blow air on to each side of the film.

The nozzle on the lens side is synchronized with the pull-down to emit a stream of air only during the period of film rest, while on the lamp side the nozzle, which here is associated with the jacket so as to be cooled by the water, operates continuously.

Being under compression, the air loses heat upon release and is said to have a definite cooling effect upon the film. Air pressure on both sides minimizes in-and-out-of-focus effect. As a result of the installation, heat filters have been removed from the lamps, which are condensers burning 180 amperes.

•

A variable prismatic type anamorphic lens, called "Cinematic IV," has been marketed by the S.O.S. Cinema Supply Corp., New York. The new device is described as having micromatic control for all aspect ratios from 1.33/1 to 2.66/1, making it adaptable, it is pointed out, to VistaVision as well as Superscope and CinemaScope. Constructed of lightweight cast aluminum, the lens is said to fit all projectors, mounting in front of the objective lens on universal adapter brackets. It has a balance indicator and distortion controls, while optical members are coated.

•

Thirteen new motion picture recording and disk licensing agreements have been completed by Westrex Corp., New York, with studios in Japan, England, Italy and Hong Kong, also in Hollywood and New York.

•

For older models of the company's projectors, Motiograph Inc., Chicago, has produced removable aperture plates for easy, immediate substitution of apertures for the various aspect ratios. There are nine different sizes, applying to models H, HU, HK and K, sold from 1926 to 1941.

Pine-Thomas, Para. Sever Association

HOLLYWOOD, Dec. 19. — Bill Pine and Bill Thomas are withdrawing their Pine-Thomas production unit from Paramount after the delivery of "Lucy Gallant." Their future distribution outlet has not been announced.

Pine and Thomas have been releasing through Paramount for the last 14 years and have produced 77 pictures which were partially financed by the studio. Under their new policy, Pine and Thomas currently are producing "Lincoln McKeever."

Reviews

"Hunters of the Deep"

(Dowling-D.C.A.)

PHOTOGRAPHED in super Cinecolor entirely on and under the ocean, the Edinburgh Festival prize-winning initial release of the Distributors Corp. of America is a documentary of underwater life filmed with the cooperation of the Scripps Institution of Oceanography, U. S. Navy Electronics Laboratory and Allen Hancock Institute of Marine Research. The Allan Dowling presentation, revealing the inhabitants of the deep waters, will hold audiences enthralled as the bright hues of coral reefs and the striking tints of the various species of fish, photographed even at a depth of 150 feet, are caught.

Narrated throughout by Dan O'Herlihy, written by Dowling and producer Tom Gries, the results of the underwater photography were reproduced by the Radiant Labs in England. The film, which also will be available to educational and research institutions, is enhanced by a musical score composed and conducted by George Antheil. Cameramen who invaded the waters off the Bahama reefs, and the coastal waters of California and Mexico, are Robert Dill, Verne Pederson, Harry Pederson, Martin Akmakjian, William Fortin, and Conrad Limbaugh.

Men of science, using aqualungs to provide the necessary air, and spear guns for protection against the gangsters of the deep, drop from a world of sunshine and fresh air into an environment of untold beauty and danger. While endeavoring to record life beneath the surface of the ocean, the submarine cameramen encounter peaceful frolicsome games as played by sea lions, sea elephants and groupers, and view the predatory mode of living as followed by sharks, sting rays, devil fish and barracuda. Audiences will enjoy this documentary picture which at times is suspenseful and informative.

Running time, 64 minutes. General audience classification. Release, in January.

On the same program, "Rembrandt, Self-Portrait," a DCA release, depicts the great artist's life in a color short which displays his paintings and etchings.

L. D.

"Paid to Kill"

(Lippert)

A TYPICAL mystery-melodrama, fast, furious and slightly preposterous, "Paid to Kill" is no better or worse than others in its category. It should satisfy the action fans. Dane Clark is the lone American name in this Anglo-American picture.

Clark plays a young businessman who fails to consumate a business deal which he feels will ruin too many people. In order to protect his wife, whom he idolizes, Clark hires an old buddy of his to kill him so his wife can collect the insurance. When the deal does go through, he has to work fast to prevent his murder. There are several attempts made on his life before he realizes that they're not the result of the bargain he made.

Who actually wants to murder him and why constitute the remainder of the film. The denouement is fairly obvious to the audience half-way through the picture, although Clark conveniently waits until the end to make the discovery.

The acting is generally good with Clark playing a meaty part for all it's worth. Best in support is Cecile Chevreau who plays his secretary, too much in love with her boss. Paul Carpenter is seen as the hired killer and Thea Gregory is the wife.

Anthony Hinds produced and Montgomery Tully directed from a screenplay by Paul Tabori.

Running time, 70 minutes. General audience classification.

"An Inspector Calls"

(Associated Artists)

AN intriguing British mystery picture, "An Inspector Calls" is aided effectively by the expert performance of Alastair Sim. His name should be a draw, especially in art theatres.

Described as a Westgate production, and produced by A. D. Peters, it was directed competently by Guy Hamilton from a good screenplay by Desmond Davis.

The film, taken from the J. B. Priestley story, is a moralistic work, without being in the slightest overbearing in that regard. It is a deftly woven plot structure which utilizes the stategic device of coincidence but does not abuse it. In a suburban British town, a merchant of means and self-satisfaction is presiding at a happy family dinner marking the engagement of his daughter to a promising young man, in the presence of the merchant's wife and slightly tipsy son.

Into the scene walks Sim, who introduces himself as a police inspector, investigating the death in a hospital that day of a girl who had taken poison. The initial disclaimers of interest or involvement by all present change to conscience-stricken admission on the part of each present under the skillful probing of the gentle-voiced inspector. Each, it appears, has contributed to the chain which forced the girl to suicide.

At the moment they discover the "inspector" is not what he purports to be, the plot takes a fascinating twist to a surprise ending. That conclusion and the ingratiating and warm performance of Sim are the chief, and valuable, selling assets of the production, which spells out good entertainment.

Running time, 80 minutes. General audience classification. November release.

TV and Radio in HOLLYWOOD

By SAMUEL D. BERNS

DISC JOCKEYS are viewing the 45 rpm E.P.'s as a shot in the arm of the record industry. The teenagers are more likely to spend an extra six bits for a four-song platter (two per side). To wit: Capitol's upcoming release of Dean Martin vocals —"Let Me Go Lover," "Naughty Lady of Shady Lane," and on the flip side, "Mambo Italiano" and "That's All I Want From You.". . . William Asher, Robert Florey, Roy Kellino, Ted Post and Jack Webb are on the ballot for the second annual TV-Film Directorial Award. Bob Florey took it home last year for "Last Voyage" on the 4-Star Playhouse. . . . Walt Disney gets a 2 for 1 shake with Peggy Lee spotlighted on his Disneyland ABC'er to plug the songs she wrote for his soon-to-be-released full length feature cartoon, "Lady and the Tramp.". . . Ed Rosenberger is now NBC's West Coast talent and program contract administrator under Tom Sarnoff; and the staff at KRCA was proud of the news that Tom McFadden, their former manager, was made a veep, in charge of the net's spot sales.

■

California Studios is in the midst of its greatest production splurge. All the stages and cutting rooms are busy. . . . Alex Gottlieb rencwed Barbara Hammer's writer contract for another 13 weeks go at "Dear Phoebe.". . . Ben Blue has financier Ray Ryan's greenbacks for a new half-hour film series that should keep the company in the black. . . ."Alias Jimmy Valentine," Donald Hyde's new TV film package for UTP could steal plenty of station time. . . . Earl Hudson's boys are researching shows for sponsors and vice versa to meet the time of day on the new 32-station ABC-TV hookup blanketing the 11 Western states as well as Hawaii and Alaska. . . . NBC now stands for Nice Boy Cy (Howard, that is). . . . Gloria Pall hits the local TV log as Voluptua on Wednesday nites over KABC. Wouldn't surprise us if this female answer to The Continental gets the kinny treatment. . . . Morton Scott, Studio City TV Productions prexy, reports "Stories of the Century," seen in practically every market, has just finished shooting No. 31 of the series.

Nippon Film Chosen For Burstyn Award

The Japanese color film, "Gate of Hell," has been chosen to receive the annual Joseph Burstyn Award as the best foreign-language picture of the year, it was announced here by the Independent Motion Picture Distributors Association of America.

Bosley Crowther, motion picture critic of "The New York Times," will make the presentation of the award to the Hon. Jun Tsuchiya, consul general of Japan in New York City, at a IMPDA luncheon on Dec. 28 at Rosoff's Restaurant. Edward Harrison is the American distributor of the Daiei Studio-Masaichi Nagata Production.

SHAPING UP WITH THE YEAR'S BIGGEST GROSSERS!

OTTO PREMINGER presents OSCAR HAMMERSTEIN'S

CARMEN JONES

from 20th Century-Fox

CINEMASCOPE

starring

HARRY BELAFONTE · DOROTHY DANDRIDGE
PEARL BAILEY · OLGA JAMES · JOE ADAMS

Produced and Directed by
OTTO PREMINGER

Books and Lyrics by
OSCAR HAMMERSTEIN, 2nd

Screen Play by HARRY KLEINER

color by DELUXE

"it's a pleasure to do business with 20th!"

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 118 NEW YORK, U. S. A., TUESDAY, DECEMBER 21, 1954 TEN CENTS

10 Firms Agree

New Two Year 'IA' Exchange Pact Signed

Provides for $5.50 Weekly Pay Hike, Shorter Hours

Agreement on a two-year contract between 10 motion picture distributors and IATSE, covering all employes represented by "IA" in the front and back offices of exchange locals in the U.S., has been reached, according to a joint announcement here yesterday.

The new contract calls for an increase of $5.50 per week, per employe, retroactive to Dec. 1, and a reduction of the work week from 40 to 37½ hours starting Jan. 3. Improvement in the severance pay claims also is provided in the new contract, which runs from Dec. 1 to Nov. 30, 1956.

The committee representing the "IA" consisted of general secretary-treasurer Harland Holmden, chairman; international vice-president Louise Wright and international representative Joseph D. Basson, with international president Richard F. Walsh participating in the final negotiations.

Representing the distributors were

(*Continued on page 6*)

Gov't Documents in 16mm. Suit Will Be Disclosed Mar. 10

From THE DAILY Bureau

HOLLYWOOD, Dec. 20.—Federal Judge Harry C. Westover today fixed March 10 as the date for the Government to disclose its documents in the 16mm. anti-trust suit to the defense, and gave the 12 defendants 90 days thereafter to disclose its documents in the case to the Government.

The court also confirmed Sept. 6 as the trial date for the case, which was filed in July, 1952.

The court tentatively approved an agreement between opposing counsel by which all defendants except Republic Pictures will withdraw interrogatories, reportedly 3,200 in number, already supplied the court by Government demand. The exception of Republic, it was explained, is made because that company has released some films to television, which places it in a slightly different category than other defendants, which have not.

Thedford President, Evergreen Theatres

Special to THE DAILY

SEATTLE, Dec. 20.—William H. Thedford, for some eight years assistant to Frank L. Newman, head of Evergreen State Amusement Corp., has been named president of the circuit, a National Theatres affiliate, operating in Oregon and Washington.

Deadline Was Yesterday

2ND NYC 5% TAX SHORT OF ESTIMATE

Three Circuits Representing 88 Houses Report Collections at $391,775

By LESTER DINOFF

Three top New York City circuits with 88 theatres throughout the five boroughs here yesterday reported admission taxes collected for the three month period ended on Nov. 30 totaling $391,775 approximately, which included the tax breakage of $69,200 withheld by the exhibitors pending the determination of the legality of the city levy by the courts.

Officials of the City Tax Collector's office refused to estimate the revenue collected from the second payment of the five per cent "nuisance impost" which was to be turned in by the close of business yesterday. However, local exhibitor officials, after studying collated tax reports, reported that the total revenue paid in the New York City area will be far short of all estimates due to the definite slack off in theatre business after the summer "boom" period.

New York City amusement sources on Sept. 20 had turned in, it was reported by the City Tax Collector, a revenue for the July and August period of $1,291,949 with the 436 theatres

(*Continued on page 3*)

Nat. Review Board Picks 'Waterfront'

The National Board of Review of Motion Pictures has chosen "On the Waterfront" as the best film of 1954, it was announced by Henry Hart, chairman of the committee on exceptional films.

Hart termed the selection of the board, which inaugurated the practice of choosing each year's ten best motion pictures 34 years ago, the result of the film's expert dramatization of an important sociological problem in wholly cinematic terms. Directed by Elia Kazan and starring Marlon Brando, "On the Waterfront" deals with racketeering in and around the port of New York.

The board's list of 1954's ten best follows: 1) "On the Waterfront;" 2) "Seven Brides for Seven Brothers;" 3) "The Country Girl"; 4) "A Star Is Born;" 5) "Executive Suite;" 6) "The Vanishing Prairie;" 7) "Sabrina;" 8) "20,000 Leagues Under the Sea;" 9) "The Unconquered" (a film

(*Continued on page 6*)

To Entertain Rogers Hospital Tonight

An entertainment unit of six specialty acts and a pianist left New York last night for Saranac Lake where tonight they will put on the first annual Christmas show sponsored by New York's Cinema Lodge of B'nai B'rith for the patients of the entertainment industry's Will Rogers Memorial Hospital.

Milton Livingston, vice-president and publicity chairman of Cinema Lodge, is accompanying the unit to Saranac Lake where it will be met by Burton E. Robbins, president of the Lodge, and Dr. George E. Wilson, medical director of the hospital and his staff who are acting as hosts to the troupe. Ned E. Shugrue, executive

(*Continued on page 6*)

Col. Picketing Case Dropped

Special to THE DAILY

MINNEAPOLIS, Dec. 20.—A stipulation dismissing wtihout prejudice the injunctive proceeding brought by Columbia Pictures against North Central Allied and its 30-man board of directors was filed in Minneapolis Federal Court. The stipulation was signed by Davis Shearer, attorney for Co-

(*Continued on page 6*)

Balaban Chairman of Brotherhood Dinner

Barney Balaban has been named chairman and 152 other executives and representatives of the amusement industry have accepted posts as sponsors of the Brotherhood Week dinner launching the National Conference's drive for 1955, it was announced by John H. Harris, national chairman of the organization's amusement division.

The dinner, which will be held at

(*Continued on page 3*)

Expect 30 in 1955

10 From 20th-Fox in First Four Months of New Year

With the number of attractions from 20th Century-Fox in 1955 expected to hit 30, the company yesterday announced a program of releases between January and April, 1955, calling for eight CinemaScope productions, all in color, and two standard films, one in color.

The product line-up will see two CinemaScope productions released each month during the four-month period augmented in February and March with standard pictures being distributed by the company.

The program commencing in January, numbers Otto Preminger's "Carmen Jones" in CinemaScope and color by De Luxe, and "Prince of Players" in CinemaScope and color by De Luxe, produced and directed by Philip Dunne.

February releases are "White Feather" in CinemaScope and print by Technicolor, a Leonard Goldstein presentation, produced by Robert L.

(*Continued on page 6*)

Berger Says 4 Firms Agree to Flat Rental

Special to THE DAILY

MINNEAPOLIS, Dec. 20.—Benjamin N. Berger, president of North Central Allied Independent Theatre Owners, Inc., has disclosed in a membership bulletin that M-G-M, Columbia, Warner Bros. and Universal will sell their top product to all small town theatres with low grosses on a flat rental basis.

Berger, attributing what he called "the change in tune" to national Allied's threat to seek federal legislation controlling film distribution, listed

(*Continued on page 3*)

Personal Mention

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has returned to New York from Detroit and Buffalo.

•

MIKE TODD, chairman of Mike Todd Productions, has left here for the Coast upon returning from Europe. He is due to return here on Friday.

•

HANNAH PELLEN, secretary to MARTIN QUIGLEY, JR., editor of "Motion Picture Herald," has announced her marriage to JOHN A. MATTUTAT.

•

SIDNEY URBACH, dough guy of the Albany (N.Y.) Variety Club, is recovering from surgery performed at Albany Hospital.

•

WALTER HYLAND, head booker for Universal-International in Chicago, is observing his 40th anniversary with the company.

•

RICHARD CLOONAN, of Capitol Films, Chicago, is the father of a daughter born there to MRS. CLOONAN last week.

•

ROBERT I. KRONENBERG, president of Manhattan Films International, has returned to the Coast from New York.

•

ROBERT HELPMANN, British actor, will return to London from New York tomorrow via B.O.A.C. Monarch.

•

HAROLD HECHT and JAMES HILL, producers, will arrive in New York from Hollywood on Sunday.

•

MARK ROBSON, director, will arrive in New York from Europe today aboard the "Ile de France."

•

F. BORDEN MACE, president of Louis de Rochemont Associates, has left New York for London.

Polio Foundation Expands Amuse. Div.

An enlarged radio, television and motion picture department of the National Foundation for Infantile Paralysis will handle the 1955 March of Dimes campaign, it was announced by Howard J. London, director of the department.

With a $64,000,000 goal for the campaign, which will be held Jan. 3-31, the accelerated operation includes the addition of 15 people in the New York headquarters, two to the Hollywood division, and one in Chicago.

Griffith Mitchell, 70

ROCHESTER, N. Y., Dec. 20.—W. Griffith Mitchell, 70, veteran theatre manager, died here. Mitchell, a native of Kalamazoo, Mich., managed theatres after leaving his home town. In addition to managing the Capitol, in Kalamazoo, he managed the Majestic Gardens and other theatres in Toronto. He is survived by his widow, the former Vivian Longton, and a son, Major W. H. Mitchell, with the Canadian Army in Germany.

New Book Reveals Complete Data on Business Films

The average over-all cost of a business film produced today is $87,264, it is revealed in "The Dollars and Sense of Business Films," a 128-page book just published by The Association of National Advertisers, Inc.

Prepared by the A.N.A. Films Steering Committee, the book is a report on the production and distribution costs of representative advertising and public relations motion pictures, based on a study of 157 such business films. Representatives of companies which are large users of business films are members of the steering committee, of which John Flory of Eastman Kodak Co. is chairman.

Breakdown of Cost Given

The survey showed that the overall cost of a business film is divided as follows: 55.3 per cent for production; 26.3 per cent for prints, and 18.4 per cent for distribution. The study showed that a business film has 1,268,851 (median) viewers, excluding TV, and about three times that number, including TV.

Major audience targets, the report says, consist of the following: schools and colleges, 89 per cent; clubs, etc., 81 per cent; business and industry, 79 per cent; company employes, 62 per cent; churches and synagogues, 61 per cent, and company management, 56 per cent.

This is the first time some of the hitherto confidential data has been published.

'U' Tells of Big Exploitation Push

The greatest concentration of field promotional activity in the history of Universal-International was claimed here by the company yesterday, with 20 field exploitation representatives already assigned to cover key city openings of "Sign of the Pagan" and "So This Is Paris" and the New England territorial launching of "Six Bridges to Cross."

The 20 field men, who will be joined by others during the coming weeks, will be directed by a task force of executives headed by Charles Simonelli, Eastern advertising and publicity department manager; Philip Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager, and Herman Kass, Eastern exploitation manager.

39 'U' Foreign Branches in Drive

Thirty-nine Universal-International branches and distributors around the world will compete in the 1955 Daff Drive, annual overseas sales push, it was announced here yesterday by Americo Aboaf, foreign general manager.

Ben M. Cohn, assistant foreign sales manager, has been named captain of the drive, which will run for a 17 week period beginning Jan. 3 and concluding on April 30, and which has as its slogan "Everyone A Winner."

Six Home Offices to Be Closed Friday

Six home offices will close all day on Friday, one has made no decision as yet and the others will start the holidays around noon on that day. Most of the companies will be open until 1:00 P.M. on Dec. 31.

Closing all day on Friday are United Artists, Columbia, M-G-M, RKO Radio, Allied Artists and 20th Century-Fox. Operating half-day on Friday are Republic, Universal, Warner Brothers and the Motion Picture Association of America. Paramount has not announced its intentions.

Damis Quits SW for Candy, Drive-ins

Frank J. Damis, zone manager, who has supervised the Stanley Warner North Jersey theatres for the past 10 years and is leaving that organization on Jan. 1, has joined Confection Cabinet Corp. as a vice-president with headquarters in Newark, N. J. Confection Cabinet specializes in the servicing of vending machines and in the operation of candy counter concessions in theatres throughout the United States.

In his new association, Damis also has combined with Ben, Manuel and Sheldon Smerling and Charles Stern of Confection Cabinet in the purchase of the Eastern Drive-In Corp., a circuit of seven drive-in theatres in the Jersey area, consisting of Route 22 Union, Route 10 Morris Plains, Route 46 Totowa, Route 1 New Brunswick, Route 4 Paramus, the Shore and Fly In, Farmingdale.

Damis will head the management and operation of the drive-in chain in addition to his over-all activities with Confection Cabinet.

Italy in Co-Producing Deals With 7 Nations

With the renewal last week of the Italian-Spanish co-production agreement, Italy now has pacts with seven nations. Agreements, in addition to Spain, have been closed with Germany, England, Japan, Argentina, France and Egypt.

Agreements with other nations, including the United States, are being sought and negotiated. During his recent visit to this country, Dr. Eitel Monaco, president of ANICA, invited the American film industry to sign an accord for Italo-American co-production, with financial, technical and artistic participation of producers from both countries.

Feinblum Rites Today

Funeral services will be held today at "The Riverside" for Sam Feinblum, 59, for many years head booker in New York for Columbia Pictures, who died suddenly at his home in the Bronx on Saturday. He is survived by his wife, Betty, two sons, Gerald and Ivan, and a daughter, Mrs. Frances Kaufman.

MPA Dinner Chairmen Set

PHILADELPHIA, Dec. 20.—District chairmen in charge of ticket sales for the dinner of the Motion Picture Associates on Jan. 18, at the Bellevue-Stratford Hotel, were appointed at a membership meeting of the MPA here. The appointments were announced by Sam Diamond, president.

The dinner, honoring pioneers of the motion picture industry, will be held in conjunction with the dedication of The Nickelodeon in Franklin Institute, the "shrine to the movie industry," donated to the Institute by William Goldman, Philadelphia motion picture executive.

The chairmen and their areas are: Tom Noble (Warners), Harrisburg; Bill Hopkins (Metro-Goldwyn-Mayer), New Jersey; Jack Berger (United Artists), Scranton-Wilkesbarre; Bud Bache (Metro), Philadelphia, and Eli Ginsburg (Republic), Delaware.

The $25-a-plate dinner will honor William C. Hunt, Abraham Sablosky, Benjamin Amsterdam and Albert R. Boyd. Each of these men, with an aggregate of 200 years in the industry, has played an important role in the development of the motion picture industry in the Philadelphia area.

George Jessel will be toastmaster of the dinner.

William Smith, 55

PASCO, Wash. Dec. 20.—William S. Smith, 55, one of the best known theatre technicians in the Pacific Northwest and special installation man for B. F. Shearer Co. of Portland-Seattle, died of a heart attack while hanging draperies in a local theatre.

NEW YORK THEATRES

2 GREAT I.F.E. HITS

Gina Lollobrigida

14th WEEK

"Bread, Love and Dreams"

5th AVE. & 58th ST. Paris

6TH RECORD BREAKING WEEK

112,564 New Yorkers have seen it!

S. HUROK presents VERDI'S AIDA

Little CARNEGIE 57th St. at 7th Avenue in COLOR

RADIO CITY MUSIC HALL

Rockefeller Center

"DEEP IN MY HEART"

In Glorious COLOR starring

JOSE FERRER • MERLE OBERON • HELEN TRAUBEL

An M-G-M Picture

& The Music Hall's Great Christmas Stage Show

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Brotherhood

(Continued from page 1)

the Waldorf-Astoria Hotel in New York on Jan. 13, will honor J. Robert Rubin, permanent chairman of the amusements division of the National Conference.

Industry executives sponsoring the affair are Stanley Adams, Charles A. Alicoate, Richard W. Altschuler, Chester B. Bahn, Herman Becker, Jack Beresin, Maurice A. Bergman, Ted Bergman, Charles Bernes, Kenneth Bilby, Charles Boasberg, Harry Brandt, Richard Brandt, Walter Branson, Leo Brecher, Francis X. Carroll, Charles L. Casanave, Leonard Case, Max A. Cohen, Leonard Coulter and Robert W. Coyne.

Also George F. Dembow, Sam Dembow, Jr., Ned E. Depinet, Howard Dietz, Oscar A. Doob, Russell V. Downing, George W. Eby, Charles Einfeld, Jay Emanuel, Ernest Emerling, C. J. Feldman. Max Fellerman, Herman Finklestein, Leopold Friedman, Albert Floerschimer, Jr., Emil Friedlander, Emanuel Frisch, W. C. Gehring, William J. German, Harry Goldberg, Leon Goldberg, Gil Golden, Leonard H. Goldenson, Monroe R. Goodman, Louis M. Gordon, Max Gordon, Morey Goldstein, John Golden, James Gould, James R. Grainger, Abel Green and Walter E. Green.

Also Oscar Hammerstein II, Jack Harrison, William J. Heineman, Donald A. Henderson, Walter Higgins, I. J. Hoffman, L. A. Hollingsworth, Russell Holman, George Hoover, William W. Howard, Arthur Israel, Jr., James D. Ivers, James J. Jerauld, Sherwin Kane, S. E. Kassel, Tom Kennedy, Austin C. Keough, Gen. John R. Kilpatrick, Malcolm Kinsberg, Stanley Kolbert, Bernard G. Kranze, Arthur Krim, Edward Lachman, Nat Lefkowitz, Irving M. Lesser, Jules Levy, Herman M. Levy, Mrs. Charles E. Lewis, Henry A. Linet, Arthur H. Lockwood, Milton M. Maier, Harry Mandel, Ben Marcus and Joseph M. McConville.

Also Ted Mead, Donald Mersereau, Maurice J. Miller, Robert Mochrie, A. Montague, Edward Morey, John H. Mitchell, Charles C. Moskowitz, M. J. Mullin, Louis Nizer, Louis A. Novins, J. P. O'Connor, Thomas F. O'Connor, Robert O'Donnell, E. K. O'Shea, Charles Okun, Louis Phillips, Al Picault, Eugene Picker, Seymour Poe, Martin Quigley, Martin Quigley, Jr., Walter Reade, Charles M. Reagan, Irving Renner, Ivan Reiner, Al Richard, Harold Rinzler, Samuel Rinzler, Burton E. Robbins, Herman Robbins, William F. Rodgers and Samuel Rosen.

Also C. Salander, Monty Salmon, Robert Sarnoff, George J. Schaefer, Herbert Scheftel, A. W. Schwalberg, Arthur H. Schwartz, Charles Schwartz, Sol A. Schwartz, Adolf Schimel, Herman Schleier, Silas F. Seadler, Joseph M. Seider, Gerald J. Shea, Sam Shain, Murray Silverstone, Spyros S. Skouras, David Snaper, Wilbur Snaper, Pincus Sober, Solomon M. Strausberg, Morton Sunshine, Joseph R. Vogel, J. Miller Walker, Richard F. Walsh, Ed Walton, Jack Warner, Mo Wax, Robert M. Weitman, Archie Weltman, Francis M. Winikus, Marc J. Wolf and Max E. Youngstein.

Agree to Flat Rental

(Continued from page 1)

the four companies which have joined 20th-Fox, which earlier declared itself agreeable to flat rentals for small situations with the exception of "The Robe."

According to Berger, M-G-M will sell flat to theatres paying under $200 top; Columbia will sell flat to theatres under a $100 top; Warner Bros. has agreed to a small-town flat rental for all pictures with the exception of "A Star Is Born." Universal, which has no national sales policy, will leave the question of flat rentals to the judgment of the local branch manager.

Berger added that Paramount made no firm commitment on a flat rental policy but agreed to accept Berger's intercession in behalf of small-town theatre owners who can prove loss on the company's percentage pictures. Berger said that all of the promises were backed up by statements from top executives of the four film companies.

Tax Take Short of Estimate

(Continued from page 1)

contributing an approximate $750,000 to the total impost of which an approximate $150,000 was withheld as tax breakage.

Five major circuits representing 143 theatres reported on Sept. 20 an approximate tax revenue of $494,000 which included a tax breakage figure of $87,000 for the July and August summer period. The circuits represented were: RKO Theatres, Loew's Theatres, Skouras Theatres, Century Theatres and Brandt Theatres.

The 88 theatres admission tax figure of $391,775, plus the $69,200 tax breakage withheld, were termed by an exhibition spokesman as "representative of the slack business felt here." These houses, located on Broadway and in suburban areas, are part of the Loew's, Skouras or Century circuits. The circuits, collectors of the tax for the city, have posted bonds as security for the tax breakage per court instruction.

The Loew's Theatres circuit with 45 houses around New York City reported a total tax on admissions during the September, October and November period totaling $262,000. Computed against an un disclosed gross, the admission tax exceeded the authorized five per cent allowed by the State Enabling Act of 1947, a Loew's representative said. Loew's forwarded $217,000 to the city tax collector retaining $45,000 as the tax breakage amount.

Two Were Partially Operated

It was also disclosed by the circuit official that two of the top houses had not operated for the full 90-day period as they were leased or sold to other interests.

During the July and August period, the same number of Loew's theatres reported a tax of $188,400 collected and a tax breakage of $31,000.

The 21 Skouras Theatres forwarded an approximate $50,450 as their second tax payment and retained a tax breakage of $12,325 for the 90-day period. These houses, on Sept. 20, reported to the city tax collector, a revenue of $48,000 minus a tax breakage of $8,200.

The 22 Century theatres forwarded an approximate $55,125 for the second payment retaining $11,875 as their tax breakage. This compared to $38,600 which Century forwarded in late September to the tax collector, while keeping $8,400 as the tax breakage upon posting of a bond.

Most of these circuit theatres, playing first, second and third runs on films had an excellent summer business, but usually slack off considerably during the remaining 10 months of the year despite Easter and the Christmas-New Year uplifts, a representative said.

Wagner Seeks Cooperation

In the meantime, Mayor Robert Wagner of New York City said in a radio interview that "with the help of a more sympathetic understanding from the incoming Democratic administration in Albany, the city's financial needs can probably be met without resort to additional taxes." He also stated that there may be some change in the present tax program.

Also, City Controller Lawrence E. Gerosa has recommended that the city establish a sort of rainy-day fund for emergency use in the event that tax receipts fall off. "The fund would be pegged at between 10 and 30 per cent of the current real estate tax levy," he said. "Each year the city must estimate its general fund receipts in advance and the new estimate method will take us out of the realm of guess work, partisan politics and crystal ball gazing. In case of any sudden economic reversal, it will give the Board of Estimate at least a whole year to provide remedial measures and the necessity for levying any new taxes until they are necessary," Gerosa said.

Transfer from Fund Provided

Any falling off of estimated receipts, he said, "will be made good by the transfer from the fund."

Harlan, Ky., Council Okays Censor Bill

HARLAN, Ky., Dec. 20.—In what was believed to be the first such action by any Kentucky municipality, the Harlan City Council approved on first reading an ordinance to create a motion picture censorship board.

Mayor Roscoe Petery, who suggested the local ordinance to regulate or censor "objectionable" motion pictures, said its purpose was not "to interfere with the theatre business" but to give the city authority to ban pictures deemed "unfit to be shown to general audiences." A final vote on the proposal is scheduled for January.

Ind. Tent Produces Short on Palsy

INDIANAPOLIS, Dec. 20.—Variety Club Tent No. 10 here has just completed a ninety-minute television report to the Indianapolis Community concerning its activities in the field of Cerebral Palsy.

A year ago this tent handled the C. P. telethon which resulted in the raising of $264,000 to be used for the benefit of those stricken with the disease.

DCA to Swerdlove In N.E. Territory

BOSTON, Dec. 20.— Al Swerdlove has been appointed New England representative for Distributors Corp. of America, adding this company to his current line of product from Screen Guild, Lippert and Filmakers.

The first DCA release, "Long John Silver," will have a mass territorial booking backed by a TV and radio campaign. For the trade screening of the film, Charles Boasberg, vice-president in charge of world-wide distribution, and Irving Wormser, vice-president and general sales manager, came on from New York to address the exhibitors and buyers and bookers.

Auction Order Asked For Goldwyn Studio

HOLLYWOOD, Dec. 20.—Superior Court Judge Paul Nourse today instructed attorneys for Mary Pickford and Samuel Goldwyn, co-owners of the Goldwyn Studio to draw up, within five days, an order for the court's signature which would compel the owners to permit the sale of the property at auction to the highest bidder.

News Roundup

"Golden Age" Series Opens

Fritz Lang's two-part saga of the Nibelungen legends has opened at the 55th St. Playhouse as the first part of a 10-picture series entitled "The Golden Age of the Cinema," presented by Thomas J. Brandon and with musical settings by Herman G. Weinberg. The UFA productions, "Siegfried" and "Kriemhild's Revenge," made motion picture history in the 1920's. They are based on ancient Teutonic myths which served as inspiration for several Wagnerian operas.

■

To Show "Lili"

In an unusual booking policy, three Ohio theatres, Loew's State, Cleveland; Loew's, Akron; and Loew's, Canton, is showing "Lili" at the first morning performance during this Christmas week, allowing patrons of the show to remain for the regular bill featuring "Three Ring Circus." This is the first time that first-run downtown houses have offered a picture that played the entire area, except in the case of reissues.

■

Turner to Speak

Terry Turner, veteran industry exploitation executive, will be the speaker at a Connecticut exhibitors luncheon at Kasey's Restaurant, New Haven, today. Joe Levine, president of Embassy Pictures Corp., is host.

■

Booked Fourth Time

Joe Shagrin of the Foster Theatre, Youngstown, O., has booked "Roman Holiday" and "Lili" for the fourth time. He previously played the combination in April, June and July.

■

Drive-ins Still Open

Only two drive-in theatres, the Pike in Newington and the Blue Hills, Bloomfield, are still operating in Connecticut, on a Friday through Sunday policy. About 95 per cent of the state's outdoor theatres have already closed for the winter.

■

Theatre Ordered Closed

The Rivoli Theatre in Seattle was ordered closed for ten days by the city council for permitting minors to view stage productions.

■

Ga. Theatre Reopens

The Franklin Theatre in Lavonia, Ga., which had been closed for some time, reopened to better business.

■

Corporate Stock Change

Box Office Television, Inc., has registered a certificate of change in corporate stock. It now has 3,175 shares, of which 2,000 have a par value of $10 and 1,175 have no par value.

COLUMBIA PICTURES

presents

ALEC GUINNESS

Comedy star of "Man in the White Suit" and "Captain's Paradise"

THE DETECTIVE

Based on the FATHER BROWN Stories by G. K. CHESTERTON
Adapted by Thelma Schnee

co-starring

JOAN GREENWOOD · PETER FINCH

with CECIL PARKER as 'The Bishop'

BERNARD LEE

Mr. Showman,

GUINNESS IS ~~GOOD~~ GREAT FOR You!

Screen Play by
THELMA SCHNEE and ROBERT HAMER

Produced by PAUL F. MOSS

Associate Producer VIVIAN A. COX

Directed by ROBERT HAMER

A FACET PRODUCTION

THE PHENOMENAL **RECORD-BREAKING** LONG-RUN IN NEW YORK

S BEING FOLLOWED **BY BIG-TIME DATI** NG IN:

• ALBANY • ATLANTA • BOSTON • CHARLOTTE • CHICAGO • CINCINNATI

• CLEVELAND • DENVER • DETROIT • INDIANAPOLIS • KANSAS CITY • LOS ANGELES

• MEMPHIS • MILWAUKEE • MINNEAPOLIS • NEW HAVEN • NEW ORLEANS

• NEW YORK • OMAHA • PHILADELPHIA • PITTSBURGH • PORTLAND

• SALT LAKE CITY • SAN FRANCISCO • ST. LOUIS • WASHINGTON, D. C.

• BINGHAMTON • ROCHESTER, N. Y. • DAYTON • COLUMBUS • BALTIMORE

• CUMBERLAND, MD. • SALISBURY • GRAND RAPIDS • CHAMPAIGN

• SOUTH BEND • MADISON • ST. PAUL • MIAMI BEACH • ST. PETERSBURG

• PALM BEACH • FORT LAUDERDALE • RALEIGH

• FORT WORTH • ALEXANDRIA, LA. • TUCSON

• PHOENIX • ITHACA • BUTTERFIELD CIRCUIT, MICH.

• COMERFORD CIRCUIT, PENN.

WHODUNIT?

Columbia

DONE IT!

10 From 20th

(Continued from page 1)

Jacks and directed by Robert Webb; "The Racers" in CinemaScope and color by De Luxe, starring Kirk Douglas, Bella Darvi and Gilbert Roland, produced by Julian Blaustein and directed by Henry Hathaway; and Panoramic Productions' "A Life in the Balance," a standard picture, produced by Leonard Goldstein and directed by Harry Horner.

March releases are "Untamed" in CinemaScope and color by De Luxe, starring Tyrone Power, Susan Hayward and Richard Egan, produced by Bert E. Friedlob and William A. Bacher and directed by Henry King; "That Lady" in CinemaScope and color by Technicolor, starring Olivia deHavilland and Gilbert Roland, produced by Sy Bartlett and directed by Terence Young; and "Our Girl Friday," a standard release in color, starring Joan Collins, Kenneth More and George Cole, produced by George Minter and directed by Noel Langely.

Two in April

April releases are "A Man Called Peter" in CinemaScope and color by De Luxe, starring Jean Peters, Richard Todd, Gill Esmond and Robert Burton, produced by Samuel G. Engel and directed by Henry Koster; and "Violent Saturday" in CinemaScope and color by Technicolor, starring Victor Mature, Sylvia Sydney, Stephen McNally and J. Carroll Naish, produced by Buddy Adler and directed by Robert Fleisher.

New 'IA' Pact

(Continued from page 1)

M. M. Rosen, Loew's, Inc., chairman; C. A. Hill, 20th Century-Fox; Arthur Israel, Jr., and George Schur, Paramount; F. T. Murray, Universal; L. Leshansky, Warner Brothers; Eli J. Drexler, National Screen Service; Joseph E. McMahon and Albert E. Schiller, Republic; H. C. Kaufman, Columbia; J. K. Chapman, United Artists, and Frank E. Rosenfelt and William McShea, RKO Radio Pictures, Inc.

Columbia Picketing

(Continued from page 1)

lumbia, and Stanley Kane, NCA executive counsel.

In correspondence accompanying the stipulation, Kane told Shearer that there was no intent of resuming the picketing of the Minneapolis Columbia branch "in the foreseeable future."

'Animal Farm' Bow Slated for Dec. 29

The world premiere of "Animal Farm," the animated cartoon Technicolor feature produced by Halas and Batchelor for Louis de Rochemont, will be held at the Paris Theatre here on Dec. 29.

YOU CAN ALWAYS DEPEND ON
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1327 S. WABASH CHICAGO 5, ILL.
FOR THE BEST SPECIAL TRAILERS
630 NINTH NEW YORK 36, N. Y.

Television--Radio

with Pinky Herman

THE new British-produced radio series, "Adventures of Sherlock Holmes," which NBCommences Sunday (9:30-10:00 P.M.), Jan. 2, features Sir John Gielgud (Sherlock Holmes) and Sir Ralph Richardson (Dr. Watson). Sticklers for detail, the producers not only have gone to great length to re-create the atmosphere and music of the times but they've likewise come up with a perfect piece of casting in the naming of Val Gielgud (Sir John's brother) to portray Sherlock's brother, "Mycroft." . . . Producer Mike Curtiz caught Jack Lord's performance recently in the Broadway production of "The Traveling Lady" and signed the TV actor forthwith for a featured role in the forthcoming Paramount VistaVision musical, "The Vagabond King," skedded to roll next week. . . . "Bob & Ray," radio's clever (t)WINS, will co-star in a special CBS-TV "New Year's Eve Party," sponsored by Piel's beer. . . . Former NBC Producer Laurence Schwab, Jr., will take a crew to Paris in the spring where he'll produce a full-length motion picture, "The Story of Louis Braille." We've read the shooting script based on J. Alvin Kugelmass' original story and feel satisfied that the film, based on the life of the blind, gentle and inspired young Frenchman, is a cinch to cop awards.

☆ ☆ ☆

Mercury Records has just released a timely album featuring Jack Shaindlin's orchestra's presentation of 12 Academy Award-winning popular songs. A must item for radio and TV record libraries. . . . After seven years as WNEWseaster and deejay, Lonny Starr has been given another five-year contract and has also been named to succeed Bert Wayne for the commershills on Jerry Marshall's "Make Believe Ballroom." . . . Ted Ashley Associates is now Ashley-Steiner, Inc. . . . Martin Block's "Christmas Party" for New Yorkids yesterday at Manhattan Centre was 'heaven for autograph-seekers.' The wing-ding was so successful WABC will undoubtedly make this an annual event. . . . Tennessee Ernie will head a new musical across-the-board TV series to replace "The Betty White Show" over NBC starting Jan. 2. . . . Musical director Virginia Byrd Rechtoris of WISH-TV, one of the finest organists in the Hoosier country, has added a daily series of organ music to her busy schedule. . . . Bill Holden will be seen in his TV debut on the Monday, Feb. 7 stanza of "I Love Lucy."

Jack Shaindlin

☆ ☆ ☆

TV producer Peter Arnell will deliver three lectures before radio and TV students at the University of Michigan during the coming spring semester. The whiz of the quiz programs is an alumnus of the Ann Arbor seat of learning. . . . Bob White, WMCA's genial, energetic and talented record librarian, is rounding out his 15th year of program building. (He spent four years as an officer in the U. S. Army during World War II.) . . . Alex Segal's (he's director of "U. S. Steel Hour" ABC-TVehicle) unusual camera technique, is high-lighted in an interesting article in next month's issue of Modern Photography. . . . Guild Films' newest telefilm series, "It's Fun to Reduce" goes into production Saturday at the Biltmore Studios in Gotham femceed by Margaret Firth. An appropriate slogan—"lose girth with firth." (no dearth of mirth—no girth is worth—) . . . Milton Douglas, formerly executive producer at ABC, has joined Barry, Enright & Friendly, Inc.

Peter Arnell

☆ ☆ ☆

Stiano Braggiotti, who'll be seen in a featured role in the "Kraft Television Theatre" ABCast of "Death Takes a Holiday," Thursday, Dec. 30, is a brother of concert-pianist Mario Braggiotti and Francesca Braggiotti (wife of Connecticut Governor John Cabot Lodge). . . . Larry Bloom, side man with Michael Zarin's Waldorf-Astoria Hotel dance band, has tooted his sax with Maestro Zarin's aggregation ever since they started there 22 years ago. . . . Bill Haley's Comets, new Decca recording star quartet, signed by Universal Pix.

'Waterfront'

(Continued from page 1)

record of the life of Helen Keller); 10) "Beat the Devil."

The board chose "Romeo and Juliet" as the best foreign film shown, in the U.S. during 1954. The other nine pictures on its list of the ten best foreign films, were 2) "Heart of the Matter;" 3) "The Gate of Hell;" 4) "Diary of a Country Pricst;" 5) "The Little Kidnappers;" 6) "Genevieve;" 7) "Beauties of the Night;" 8) "M. Hulot's Holiday;" 9) "The Detective;" 10) "Bread, Love and Dreams."

Renato Castellani was named the year's best director for "Romeo and Juliet."

Grace Kelly Best Actress

Grace Kelly was chosen the year's best film actress primarily for her performance in "The Country Girl," but also for her work in "Dial M for Murder" and "Rear Window." Bing Crosby was voted the year's best film actor for his performance in "The Country Girl." Nina Foch was voted the best supporting actress for "Executive Suite," and John Williams the best supporting actor for "Dial M for Murder" and "Sabrina."

The board also cited as outstanding examples of creativeness during 1954: the choreography of "Seven Brides for Seven Brothers" by Micahel Kidd; the modernization of traditional Japanese acting techniques by Machiko Kyo in "The Gate of Hell" and "Ugetsu", and the new methods of moving puppets employed in "Hansel and Gretel."

Rogers Hospital

(Continued from page 1)

director of the Will Rogers Memorial Hospital, who has coordinated this first annual entertainment junket, is also making the trip.

The Christmas show is being made possible through the participation and cooperation of the American Guild of Variety Artists (AGVA), Theatre Authority and the American Federation of Musicians' Local 802. Robert K. Shapiro, managing director of the New York Paramount Theatre, is chairman of this Cinema Lodge project which was developed by the Lodge as a special industry project.

Among the performers making the trip under the direction of Marge Coates, AGVA's national director of sick and relief, are Bob Coffey, Fred Hallette, Buddy Roth, Dario Cassini, the Two Zephyrs and pianist Irving Sacher, and Mr. Ballantine—Carl Ballantine.

As part of the industry-wide cooperation making the trip possible, Lindy's Restaurant has contributed sandwiches for the performers enroute and International Liquors has provided liquid refreshments. Cinema Lodge is underwriting the entire transportation cost.

Will Rogers Hospital authorities have invited the ambulatory patients of the nearby Raybrook Veterans Hospital.

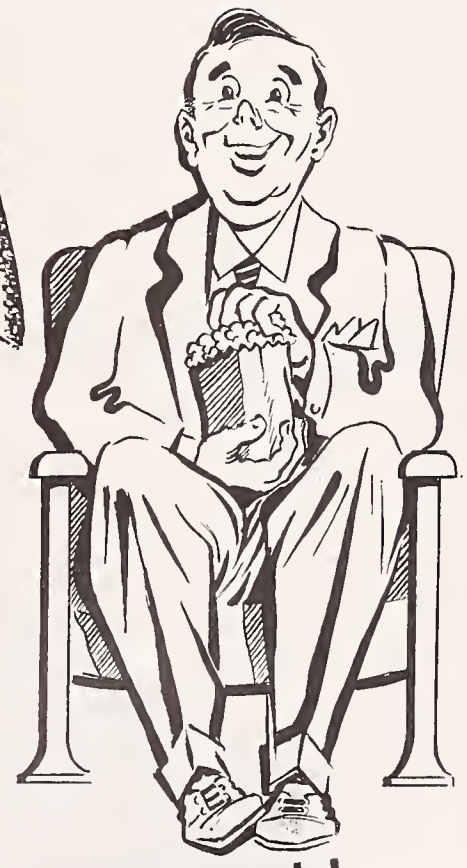
'Americano' Jan. 26

"The Americano," RKO's Technicolor production starring Glenn Ford, Ursula Thiess, Cesar Romero and Frank Lovejoy, will go into release Jan. 26, it was announced by Walter Branson, world-wide sales manager.

CAPTIVE AUDIENCES

SOME held 'em *this* way!

OTHERS held 'em *this* way!



YOU hold 'em **THIS** way!

You don't have to resort to thumbscrews to get your patrons' attention... you've got it. And in their attention you have what other advertising media spend thousands for every year.

But are you exploiting the attention of this "captive audience" to your profit? Are you selling all your shows in advance? Are you putting over your contests and special events from your screen? Are you getting the most out of merchant tie-ups? Make *sure* by getting in touch with your local N.S.S. Office *today!*

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

ARE YOU EQUIPPED FOR CINEMASCOPROSPERITY IN 1955!

*The cornerstone of 12,463 theatres!**

* *as of Dec. 14, 1954*

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 119 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 22, 1954 TEN CENTS

Franchises Set

DCA Unveils Distribution Formula Here

75% of Major Markets To Be Handled in N.Y.

In unveiling distribution plans of Distributors Corp. of America here yesterday, it was pointed out that 75 per cent of the major markets will be handled by the home office and the remaining 25 per cent will be sold under state right franchises, operating under the supervision of DCA's New York headquarters.

Charles Boasberg

At a press conference conducted by Charles Boasberg, vice-president and general manager, and Irving

(*Continued on page 6*)

AMPA in Salute To Trade Press Of the Industry

By MURRAY HOROWITZ

A salute to the industry trade press was rendered here yesterday at the annual Christmas party of Associated Motion Picture Advertisers, held at the Hotel Piccadilly.

The trade press was lauded by Martin Starr, former AMPA president who acted as master of ceremony at the luncheon affair, for aiding the advertising organization since its inception 38 years ago. Starr, in addition, paid tribute to the individual editors sitting on the dais.

AMPA president David Bader

(*Continued on page 4*)

Chamie Chairman of Trade Pension Plan

HOLLYWOOD, Dec. 21.—Alfred P. Chamie, of the Association of Motion Picture Producers, today was elected chairman of the motion picture industry pension plan for 1955, succeeding George Flaherty, of the IATSE.

Under the system set up at the

(*Continued on page 6*)

Rank's First VV To Be 'Money'

J. Arthur Rank Organization's first VistaVision production will be "Value for Money," which will go before the cameras at Pinewood Studios in London early next year, it was announced here.

This will be followed by the "Spanish Gardener," based on A. J. Cronin novel, also to be done in VistaVision, and a number of other as yet unnamed pictures in the medium, according to John Davis, managing director for the J. Arthur Rank Organization.

Club Women Pick 'Waterfront,' 'Girl'

"The Country Girl" and "On the Waterfront" tied for top honors in the annual "best" selections of the editorial committee of the General Federation of Women's Clubs, it was announced yesterday.

Top acting awards of 1954 went to Bing Crosby in "The Country Girl" and Grace Kelly in "Rear Window" and "The Country Girl."

The Federation with a total membership of more than 11 million women, also announced that Elia Kazan was selected as "best director" in 1954 for his direction of "On the Waterfront." "Best Children's Performance" went to Jon Whiteley and Vincent Winter in "The Little Kidnappers."

In addition to "The Country Girl" and "On the Waterfront," other motion pictures selected as the "10 best films of 1954" by the Federation were: "Rear Window," "Executive Suite,"

(*Continued on page 6*)

Roy Disney Opinion

New Releasing Pattern Seen In Buena Vista-NFS Deal

By AL STEEN

A new distribution pattern may emerge as the result of a two-year deal signed with National Film Service by Walt Disney's Buena Vista Distributing Corp. whereby NFS will perform all exchange services with the exception of selling and booking. The Buena Vista-NFS contract, which becomes effective Feb. 1, is the result of a test period during which the latter company experimented in the handling of a company's product on a national basis.

In the past, National Film Service has handled the backroom functions for several major distributors, including United Artists, Paramount and Warner Brothers. For Buena Vista, NFS, for the first time, also handled billing and collections, as well as shipments and inspections.

When the deal was closed in Chicago, Roy Disney, president of Walt Disney Productions, said that the arrangement "could change the whole pattern of distribution," Chet Ross, executive vice-president of National Film Service, said here yesterday. It was pointed out that the setup permitted the company to concentrate on the maximum potentials at a minimum expense, giving full attention to large

(*Continued on page 6*)

Dispute Schine Tie-up in Suit

By Staff Correspondent

BUFFALO, Dec. 21.—A retired executive of the Hildemart Corp. testified today in the Schine contempt of court case in Federal Court here before Judge John Knight that while manager of Hildemart he received his instructions from J. Myer Schine, president of Schine Chain Theatres Inc. The defense has disputed the governments claim that Hildemart was the "alter ego" of Schine Chain Theatres.

Ernest D. Leishman, another manager of Hildemart and prior to his association with that corporation an executive of Schine Corp., testified that he has "no specific knowledge"

(*Continued on page 6*)

Whitney Adds Nine To Executive Staff

From THE DAILY Bureau

HOLLYWOOD, Dec. 21. — C. V. Whitney Pictures, Inc., vice-president Merian C. Cooper today announced the following staff personnel for the company: H. Lee Van Hoozer, executive administrative assistant to the vice-president; George M. Francis,

(*Continued on page 6*)

'Vera Cruz'

[Hecht-Lancaster—United Artists]
(SuperScope)

Hollywood, Dec. 21

"VERA CRUZ" is a Page One picture. In the strictest journalistic sense, it's Page One news for every exhibitor's newspaper that this is the first picture to come to market bearing the imprint of SuperScope, a process about which the public has read so much as to be eager to examine its wonders at first hand.

In a slightly less strict interpretation of the phrase, it's a Page One story (the overthrow of Emperor Maximilian by Mexican revolutionists) that factually backgrounds a fictional foreground story that would have been Page One news at the time of that conflict if the war correspondents of the period had been as accomplished as today's. But in the biggest and best sense "Vera Cruz" is a Page One picture because it's tip-top melodramatic entertainment headed up by a finely matched pair of box office stars—Gary Cooper and Burt Lancaster—who compete nip-and-tuck, tooth-and-nail and no-holds-barred through a headlong succession of outrightly lawless adventures as sharp-shooting mercenaries in the hire,

(*Continued on page 6*)

Blumofe Says Banks Now More Helpful To 'Independents'

By LESTER DINOFF

Due to the industry's healthy economic situation today and the success at the box office of top-flight independently produced pictures, finance-lending agencies are more lenient in aiding independent producers, especially those affiliated with United Artists, than ever before, according to Robert F. Blumofe, UA vice-president in charge of West Coast operations.

Robert Blumofe

Preparing to leave here tomorrow for a six to eight-week business and vacation tour of Europe, Blumofe said that banks and other institutions are generally more helpful provided a producer has surrounded himself with good creative talent and

(*Continued on page 4*)

Personal Mention

NICHOLAS M. SCHENCK, president of Loew's, Inc., has returned to New York from the Coast.

•

LEM JONES, 20th Century-Fox short subjects sales manager, has returned to New York following a trip to key cities of the West.

•

H. M. BESSEY, executive vice-president of Altec Service Corp., has returned to New York from Chicago, Minneapolis and Denver.

•

M. J. DALY, of the Blue Hills Drive-in Theatre, Bloomfield, Conn., has returned to Hartford from Boca Raton, Fla.

•

LUIGI LURASCHI, head of censorship at the Paramount studio, is marking his 25th anniversary with the company.

•

LEONARD HIRSCH, home office assistant to RUDY BERGER, M-G-M Southern sales manager, has returned to New York from Atlanta, Jacksonville and Charlotte.

•

GEORGE D. BURROWS, executive vice-president of Allied Artists, left the Coast by plane yesterday for New York.

•

JACK J. GROSS and PHILIP N. KRASNE, producers, left Hollywood yesterday for New York.

•

PAUL RAIBOURN, Paramount vice-president, has returned to New York from Hollywood.

•

ARTHUR DAVIS, of Davis Releasing Corp., will leave New York today for Chicago.

•

BRIAN MICKEY, British talent agent, will leave here for London Thursday via B.O.A.C.

Rathvon to Produce '1984' at Elstree

HOLLYWOOD, Dec. 21.—Under the co-production deal worked out last week in New York with director Robert Clark of Associated British Picture Corp., N. Peter Rathvon's producing company, known as Rathvon Overseas, Ltd., will produce George Orwell's "1984," commencing in April or May at ABP's Elstree Studios, London. Rathvon and Clark held preliminary conferences recently when the latter spent several days in Hollywood.

Rathvon's company is now producing "Special Delivery" in Germany.

James Hilton Dead

LONG BEACH, Cal., Dec. 21. — James Hilton, 54, author of "Goodbye, Mr. Chips" and "Lost Horizon," died here today at the age of 54. A native of England, Hilton came to Hollywood to work on the script of "Lost Horizon" and had been a prominent figure in the writing colony since that time.

MGM to Outline Its 'Theatre Celebration' In Denver Jan. 12

With two exhibitor representatives set for the panel of the fourth "ticket selling workshop," M-G-M executives conducting the meeting at the Cosmopolitan Hotel in Denver, Jan. 12, will outline in detail the numerous facets of "M-G-M's 1955 Motion Picture Theatre Celebration" and discuss ways and means of utilizing to best advantage the slogan adopted for the occasion; namely, "There's More Fun At The Movies!" The celebration starts with the turn of the year.

Al Reynolds

Al Reynolds, general manager for Claude Ezell and Associates of Dallas, will be guest drive-in theatre panelist, and L. J. (Bill) Williams, operator of theatres at Union, Owensville, and Herman, Mo., will be the small town theatre guest speaker, according to Mike Simons, customer relations director for M-G-M. Williams spoke at the company's second workshop held in Indianapolis, on Nov. 16, and was immediately booked for the Colorado meet.

Offer 'Comparable' Proof in Chi. Suit

Special to THE DAILY

CHICAGO, Dec. 21.—A ruling handed down today in the Monroe Theatres case by Judge Julius Hoffman in Federal Court here stated that the Monroe Theatre could offer proof that the Grand and Monroe Theatres, both Loop houses, are comparable for the purpose of proving damages.

The Monroe claims that if it had been able to play first-run pictures during the period of Nov. 1, 1947 to July 1, 1949, its receipts would have been comparable to the Grand's grosses.

The defendants, B & K Theatres, Universal, Paramount, RKO, Columbia, United Artists and Warner Brothers had contended that the plaintiff should use his figures when he was able to get first-run pictures as a major of damages.

400 Dates for 'U's, 'Paaan' and 'Paris'

Universal-International's "Sign of the Pagan" in CinemaScope and Technicolor and "So This Is Paris," gay Technicolor musical, will open in more than 400 key and sub-key situations from Coast to Coast for the Christmas-NewYear's holidays.

A "record" national magazine advertising campaigns on both pictures have been timed to break in conjunction with these initial openings of both pictures, the company announced.

20th-Fox Offers 26 C'Scope Shorts

Nine CinemaScope short subjects, all in color, will be released by 20th Century-Fox between January and April, 1955, the company announced yesterday. A total of 26 shorts in CinemaScope will be offered by the company in the coming year.

The short subjects program, which will also see 26 Terrytoons released during 1955, will see a monthly average of two shorts placed in release accompanying the company's CinemaScope feature productions.

Three CinemaScope shorts are listed for January. Titles are "Supersonic Age," "Birthday Parade" and "Tuna Clipper Ship." In February, CinemaScope short subject releases are "5th Avenue to Fujiyama" and "Stampede City."

March releases are "Land of the Nile" and "Tears of the Moon." April releases are "Isle of Lore" and "Punts and Stunts."

Studios Start Seven And Finish Five

HOLLYWOOD, Dec. 21. — The studios started seven new pictures and completed camera work on five, winding up the past week with 36 pictures in progress here and elsewhere.

Started were: "Duel On The Mississippi," Technicolor, and "Terror in the Night," A. L. Stone Inc. (Columbia); "Hold Back Tomorrow" HH Prods. (Independent); "The Cobweb," CinemaScope, Eastman Color (Metro-Goldwyn-Mayer); "I Cover The Underworld," (Republic); "Violent Saturday," CinemaScope, De Luxe Color (20th Century-Fox); "Canada's Great Manhunt," Bischoff-Diamond (United Artists).

Completed were: "Girl Murdered," Burt Kaiser Prods., and "Oklahoma," R & H, Todd-AO, CinemaScope, Eastman (Independent); "Interrupted Melody," CinemaScope, color (Metro-Goldwyn-Mayer); "A Man Called Peter," CinemaScope, color (20th Century-Fox); "Not As A Stranger," Stanley Kramer (United Artists).

Eastman Agrees to Outside Processing

WASHINGTON, Dec. 21.—Eastman Kodak Co. agreed to let independent processors develop and print Eastman color film used by amateur photographers.

The Justice Department announced that the company had agreed to this as an immediate settlement of an anti-trust complaint filed today in District Court in Buffalo, N. Y. The government had notified the company last summer of its intention to file the complaint, and the settlement was worked out to be entered simultaneously with the filing of the complaint, which charged the company with a monopoly of the color film processing field.

The suit and the settlement deal only with amateur use of color film. Eastman color films for professional motion pictures are already entirely processed by laboratories in the motion picture industry.

Newspaper Business Told of COMPO's Audience Poll Plan

The upcoming audience poll of the Council of Motion Picture Organizations is the subject of COMPO's new ad in the current issue of "Editor and Publisher," which points out that cooperation between newspapers and local theatres involved in the poll appears to be a "natural."

The advertisement emphasizes that the public poll "will in no way replace or interfere with the annual 'Oscar' awards made in March by the Academy of Motion Picture Arts and Sciences in Hollywood." Pointing out that the Academy awards are voted by studio production workers and consequently reflect professional preferences, the ad says, "The public poll we have in work will be aimed at registering the people's choice."

Date Still Unconfirmed

The ad says that the date of the poll and many of its other details have not yet been definitely determined. COMPO's audience poll committee, consisting of several theatre advertising directors, met in New York Dec. 11 and voted to recommend to the COMPO triumvirate that the poll be held between next Thanksgiving and the following Dec. 7. This date is yet to be confirmed by the COMPO governing committee, which is made up of Sam Pinanski, Al Lichtman and Wilbur Snaper.

Neil Agnew to Head Sales for 'Triumph'

The appointment of Neil Agnew as national sales manager of the Eastman Color feature film "Day of Triumph," was announced yesterday by George J. Schaefer, distributor of the picture. Agnew's duties will start immediately with headquarters at the Schaefer office.

Agnew formally was sales manager of Paramount Pictures, and before that was division manager of the Western division and district manager in the Chicago area for Paramount. He also headed the sales organization for the Selznick Releasing Organization in the distribution of "Duel in the Sun". For the past year Agnew has been operating in an executive capacity with the Bureau of Information, Motion Picture Division in Washington.

Stevedore Files 'Waterfront' Suit

A former Hoboken waterfront hiring boss filed a $1,000,000 suit in New York Federal Court, charging that "On the Waterfront" was "unlawfully" based on his life. Named as defendants were producer Sam Spiegel and Columbia Pictures.

Plaintiff Anthony DeVincenzo, who claimed in his suit that he acted as location advisor to director Elia Kazan and author Budd Schulberg, charged "as part of a scheme to deceive" him, his rights of privacy were violated when his life was depicted in the film.

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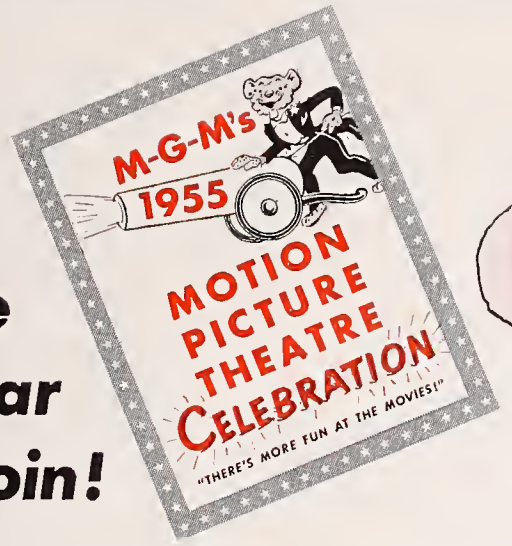
"From 'Deep In My Heart' I wish you a very M·G·Merry Christmas and a Happy Box-office New Year!"

BOX-OFFICE KISSES!

"DEEP IN MY HEART"
Biggest 1st Week Gross of Any Xmas Picture in Music Hall History! (*Nationwide tip-off: Paul Hochuli of Houston Press has revised his 10 BEST list to include it! Watch for more!*)

"THE LAST TIME I SAW PARIS"
Great Business Coast-to-Coast!

"BAD DAY AT BLACK ROCK"
Audience Preview Sensational!



Start the New Year Right! Join!

JUST A FEW OF M-G-M's CELEBRATION RELEASES!

Ask your Branch for other fine films available!

"BAD DAY AT BLACK ROCK" *(January)*
(*CinemaScope—Color*) • starring Spencer Tracy • Robert Ryan co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin • Russell Collins

"GREEN FIRE" *(January)*
(*CinemaScope—Color*) • starring Stewart Granger • Grace Kelly Paul Douglas • co-starring John Ericson • with Murvyn Vye

"MANY RIVERS TO CROSS" *(February)*
(*CinemaScope—Color*) • starring Robert Taylor • Eleanor Parker with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

"JUPITER'S DARLING" *(February)*
(*CinemaScope—Color*) • starring Esther Williams • Howard Keel Marge and Gower Champion • George Sanders • with Richard Haydn • William Demarest

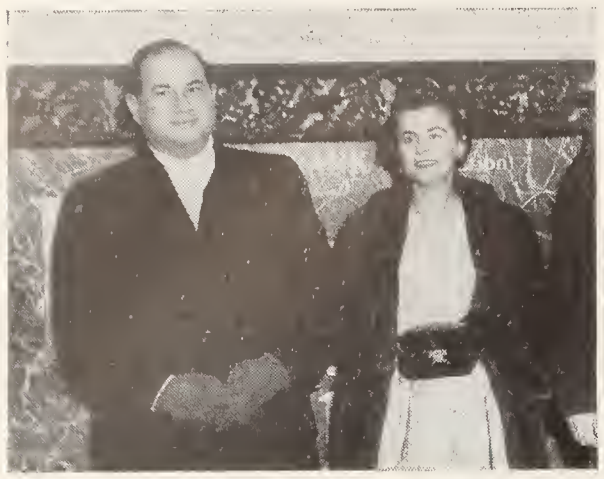
"HIT THE DECK" *(March)*
(*CinemaScope—Color*) • starring Jane Powell • Tony Martin Debbie Reynolds • Walter Pidgeon • Vic Damone • Gene Raymond Ann Miller • Russ Tamblyn • with Kay Armen • J. Carrol Naish Richard Anderson • Jane Darwell

"INTERRUPTED MELODY" *(March)*
(*CinemaScope—Color*) • starring Glenn Ford • Eleanor Parker with Roger Moore • Cecil Kellaway

"THE GLASS SLIPPER" *(April)*
(*Color*) • starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester • Barry Jones

"BEDEVILLED" *(April)* (*CinemaScope—Color*)
starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac • Robert Christopher • Joseph Tomelty and Victor Francen

New York Welcomes "Romeo and Juliet"



The American premiere of United Artists' "Romeo and Juliet," which was held here last night at the Sutton Theatre, drew an impressive audience which included society figures and business leaders as well as top stars of the entertainment world. The entire proceeds of the benefit opening will go to the Mary MacArthur Fund of the March of Dimes for that organization's fight against infantile paralysis. Shown above at the Sutton are, left to right, first photo: Robert S. Benjamin, chairman of the board of United Artists, and Mrs. Benjamin. Second photo: Mrs. Alan G. Kirk, chairman of the Women's Division of the March of Dimes, and Admiral Kirk, former Ambassador to Russia. Third photo: Grace Kelly and Oleg Cassini, designer.

Blumofe

(*Continued from page* 1)

a story which promises a fair return.

"The industry is also becoming more and more cognizant that independent producers are turning out good, quality pictures," Blumofe stated. "Quality is more important than quantity and this can be attested by UA's efforts to supply a program of good picures to exhibitors," he said.

Cites Four Films

During the past month, four top-budget films in which UA has 100 per cent investments totaling $8,000,000 have been completed or are in the final stages of production, he said. These pictures, which will be distributed by UA in 1955, are "The Kentuckian," a Hecht-Lancaster CinemaScope production; "Gentlemen Marry Brunettes," a Russfield CinemaScope production; "Not as a Stranger," a Stanley Kramer production, and "Night of the Hunter," a Paul Gregory presentation.

In the market for motion pictures, there presently is "no limit" to a good film's gross, Blumofe asserted. "However, there is also no limit to how a bad film will flop," he said.

One of the major programs in Hollywood presently is the shortage of top-flight actors and actresses, Blumofe said. "Casting films properly is very difficult as the 10 to 15 good box-office names are tied up for lengthy periods in advance and they usually have 20 or more scripts back-to-back offered them," the film executive said.

Praises 'Talent Schools'

However, Blumofe reported, the independent producers and a number of the major studios have inaugurated "talent schools" in order to develop new creative talent, behind and in front of the cameras. Among the independent producing organizations which have instituted such programs are Hecht - Lancaster Productions, Stanley Kramer and Russfield Productions.

Commenting on the 1955 release program by UA, Blumofe said that 40 films are definitely set for distribution, but before the end of the year "an additional 10 or so pictures will be added to the UA lineup." Many of the 1955 pictures which UA will distribute will be 100 per cent financed by the company, a number of them will be partially financed by UA and some will be just straight distribution arrangements, Blumofe said.

While in Europe, Blumofe has plans to confer with UA heads and producers preparing films for the company's lineup. He also "will be on the lookout for co-productions deals."

Robert S. Benjamin, chairman of the board of United Artists, today will present to officials of the March of Dimes a check for the proceeds of last night's benefit American premiere of J. Arthur Rank's "Romeo and Juliet." A distinguished, capacity audience witnessed the showing of the filmed treatment of William Shakespeare's tragedy at the Sutton Theatre here.

A United Artists release, "Romeo and Juliet" was awarded the coveted Golden Lion of St. Mark in Venice, Italy, as the best motion picture shown at the 16-day Film Festival there this year. Filmed in Verona, Italy, and at locations mentioned in the original play, "Romeo and Juliet" was adapted for the screen and directed by Renato Castellani. It is Castellani's first film in English.

Laurence Harvey and Susan Shentall portray the title roles of Romeo and Juliet.

Para. Plans Special 'Bridges' Screenings

Paramount's "The Bridges At Toko-Ri" has been slated for the most comprehensive series of special national preview showings for exhibitors and public opinion moulders in the company's history, A. W. Schwalberg, president of Paramount Film Distributing Corp., announced yesterday.

"The Bridges At Toko-Ri" will have its world premiere in January at Radio City Music Hall here.

The special previews were blueprinted at meetings which the division managers held around the country with their respective branch managers following the recent week-long meetings of key distribution and advertising-publicity personnel at the Hollywood Studio.

Independent exhibitors and circuit operators, U. S. Navy officials, representatives of newspapers and their publishers, columnists, magazine writers, television and radio commentators, civic leaders and others in a position to discuss the picture publicly will be invited to the previews, which will commence after the first of the year in branch cities. Regular theatres in these cities will be utilized for the special showings.

Glowmeter Given Six-Month Extension

BUFFALO, Dec. 21.—Attempts to revive the Glowmeter Corp. of North Tonawanda, manufacturers of picture screens, have been given an additional six months by Federal Judge John Knight in U.S. District court here.

He also granted the new management permission to borrow and spend $75,000 in its efforts to produce and market motion picture screens.

The corporation is in the process of being reorganized through an arrangement permitted under the Federal Bankruptcy Act. The corporation petitioned for reorganization in October, listing debts $973,558 and assets of $408,239.

The resignation of Harold A. Tracy of Norwich, as executive vice-president and general manager, was announced in court. He will be replaced temporarily by Isadore Morrison, president of Morrison Steel Products, Inc., and will draw no salary.

Attorney Owen B. Augspurger, Jr., reported that the corporation was able to raise $75,000 by turning over to 75 persons willing to advance the money 100,000 shares of stock held in trust for the former president, Agis Mihalakis. He held 100,000 of 493,000 shares of stock issued.

Judge Knight granted the corporation permission to borrow the money needed and set May 15 for the next meeting of creditors.

Warner Signs Lanza

HOLLYWOOD, Dec. 21.—Mario Lanza has been signed by Warner Brothers to star in James F. Cain's "Serenade" which will be prepared for production early next year, it was announced here today by Jack L. Warner, executive producer.

AMPA

(*Continued from page* 1)

opened the ceremonies, which was concluded with door prizes being awarded to all those attending. Bader, in his brief opening comments paid his respects to the departing president Lige Brien and those who served under him the past year. The festivities were punctuated by a round of applause for industry veteran Robert Savini, president of Astor Pictures, and other long-time members of the industry. Screen star Ilona Massey aided in the awarding of prizes. Toba Brill, pianist, entertained the gathering with a selection from Brahms.

Nine Editors Introduced

Trade press representatives on the dais, in order of their introduction, were: Leonard Coulter, of "Film Bulletin"; Al Picoult, of "Harrison's Reports"; Mel Konicoff, of "The Exhibitor"; Jack Harrison, of "Hollywood Reporter"; Mort Sunshine, of "Independent Film Journal"; Sherwin Kane, MOTION PICTURE DAILY; Charles Aaronson, "Motion Picture Herald"; Chet Bahn, of "Film Daily" and Tom Kennedy, "Showmen's Trade Review."

AA to Start Seven January to April

HOLLYWOOD, Dec. 21.—Seven films, including one in CinemaScope, will roll for Allied Artists during the first quarter of 1955, it was announced by Walter Mirisch, executive producer. Four of these films will go before the cameras in January, two will roll in February and one has been given a March starting date, he disclosed.

The first to go into production will be "Wichita," a Joel McCrea starrer which Mirisch personally will produce. It will be a CinemaScope production and has been given a Jan. 10 starting date. Another to be launched is "Hold Back the Night," which Hayes Goetz will produce. This is set for Feb. 12.

A third important film, "Phenix City," based on the exposure of corruption in Phenix City, Ala., has been given a March 10 starting date.

Universal's **PRE-SOLD** Product

On Dec. 12th...in 128 cities from Coast-to-Coast!

35,000,000 T.V. VIEWERS

THRILLED TO U-I's GREAT HOUR-LONG PROMOTION OF "SO THIS IS PARIS"

ON THE COLGATE COMEDY HOUR!

VARIETY said

"IT WAS A LIGHTED BILLBOARD IN MILLIONS OF HOMES"

and that's just the beginning of *U-I's* power-packed pre-selling...on RECORDS, IN RADIO–T.V.–and in 22 TOP NATIONAL MAGAZINES

National Pre-Selling

FULL color ads on RKO's "Underwater!" will appear in "Life," "Look," "Saturday Evening Post," "Collier's," "This Week," "American Weekly" and "Parade."

•

"Life" in the current issue devoted a two-page spread to photos of appalling falls made from horseback and from roof tops which took place in the Cuernavaca Valley, Mexico, during the filming of U.A.'s "Vera Cruz." On another page there are photos made on location of the picture's stars: Gary Cooper, Burt Lancaster and Sarita Montiel, the Mexican film star. In the same issue is a striking full color ad on U.I.'s "The Sign of the Pagan."

•

A considerable portion of the December issue of "Woman's Home Companion" is related to motion pictures. The front cover features Joan Crawford, and she is the author of an article within the issue titled "The Story I Never Told." Joan's next starring picture is U.I.'s "Female on the Beach."

Also in the same issue is a condensation of the novel "Desiree" upon which the 20th Century-Fox picture was based. There is a full-page illustrated review in the "Companion" approved movie section of the issue. The illustrated review is on Paramount's "Country Girl."

•

The January issue of "Seventeen" has five striking motion picture ads; they are on Paramount's "Three Ring Circus," Warner's "Young at Heart," U.I.'s "So This Is Paris," U.A.'s "Vera Cruz" and a table of contents ad on M-G-M's "Jupiter's Darling."

•

In "This Week's" December 19 issue Louis Berg, motion picture editor, reports how the motion picture industry has licked the TV threat. In an article titled "Merry Christmas, Hollywood!", Berg listed a large number of pictures that proved to be box office champions. The article was illustrated with stills from some of these films namely: "Seven Brides for Seven Brothers," "The Caine Mutiny," "Dial M for Murder," "On the Waterfront," "Three Coins in a Fountain" and "A Star Is Born."

•

"Tonight Is the Night," starring David Niven, Yvonne De Carlo and Barry Fitzgerald, had its premiere in the Twin Cities, Minneapolis and St. Paul, Minnesota, at the Radio City and Paramount Theatres. Miss De Carlo made a two-day visit to the area, and made personal appearances on opening night at both theatres. Miss De Carlo's appearance was well exploited by local newspapers, four local TV stations and five radio stations. Minneapolis' leading department store and the St. Paul's Women's City Club helped to exploit the A.A. film.

•

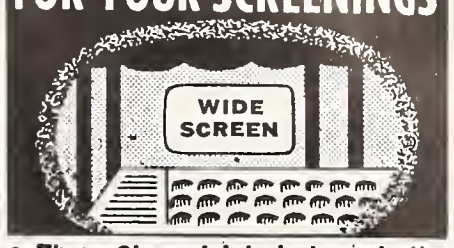
Florence Somers, motion picture editor of "Redbook," reviews and recommends M-G-M's "Deep in My Heart," U.I.'s "Sign of the Pagan" and U.A.'s "Twist of Fate" in the January issue.

•

Collier's current issue has a stirring four-color, full-page ad on Disney's "20,000 Leagues Under the Sea."

WALTER HAAS

"SHOWPLACE OF THE EAST"
FOR YOUR SCREENINGS



- Three Channel interlock projection
- 16mm, 17½mm & 35mm, tape interlock
- 16mm interlock projection

CUTTING & EDITING ROOMS AVAILABLE
MOVIELAB THEATRE SERVICE, INC
619 W 54th St. N Y 19, N Y. • JUdson 6-0367

'Vera Cruz'

(*Continued from page* 1)

alternately, of the highest bidder. It's a cinch to be a Page One item in the bank book of every exhibitor who plays it.

The closely matched Cooper and Lancaster, adventuring Americans who have dropped down into Mexico in the year 1866 to pick up whatever quick money there is to be got by helping Juarez fight Maximilian, or vice versa, whichever pays best, are accompanied, cast-wise, by Denise Darcel, a lady of the Maximilian court who likes money even better than the two Americans do; by Oscar Romero, a uniformed dandy who tries to protect the Emperor's gold and almost succeeds; by Sarita Montiel, a local lovely with a penchant for picking pockets; by George Macready as the Emperor, and by the dozens, scores, hundreds and thousands of secondary characters, supporting players and background actors—soldiers, citizens, horsemen, revolutionaries—who crowd the screen to the utmost capacity of its SuperScope extremities in scene after scene.

The picture was produced in Mexico (which never looked better, be it mentioned) by James Hill, for Hecht-Lancaster Productions, and it's not for stay-at-homes to say whether producer Hill, director Robert Aldrich or the company that assigned both of them and screenplaywrights Roland Kibbee and James R. Webb to the project, rates primary responsibility for the balance, the sustained tempo, the hair-trigger suspense, the emotional tension and the steadily surprising sequence of story developments, that make the 94 minutes of the production seem less than half that many. It is as if all of these, and Borden Chase, whose story furnished the foundation or the whole, together with Ernest Laszlo, whose Technicolor photography glorifies the Mexican scene and the eye-stunning costuming of the cast, worked as a team dedicated to living up to the literally Titanic example being set by the two leading men, each accustomed by conditions of career and expectation of exacting public to coming off best in every role by dint of valor or virtue. In this instance they were portraying equally culpable brigands competing in a struggle only one of them could win. There is more than enough credit in the end result of everybody's contributions to go all the way 'round, plentifully.

The SuperScope laboratory process is given an altogether pleasing introduction; the Mexican locales and sweeping scenes of action against which the story was photographed being happily suited to demonstration purposes. SuperScope, of course, can be projected through a CinemaScope lens.

Running time 94 minutes. General audience classification. Release, not set.

W. R. WEAVER

Schine Suit

(*Continued from page* 1)

that two persons named by a previous witness as president and secretary of Hildemart were officers.

The witness, questioned by Joseph E. McDowell, Justice Department trial attorney, traced his work for Schine Chain Theatres Inc. from his employment in Nov. 1936 through Oct. 1947 and for Hildemart from Oct. 1947 to July 1950, after it allegedly had given up theatre operations and was devoted to Hotel operations.

Leishman testified that he was director of personnel and policed the Schine theatres in connection with their revenues and expenses while employed for Schine Theatres Inc.

He said he went to Hildemart as controller of expenses in the hotels and supervisor of purchases.

McDowell's reference to his "transfer" brought an objection from defense attorney Frank G. Raichle who held the word "transfer" should not be used. "He left one job and took another," said Mr. Raichle.

Whitney Staff

(*Continued from page* 1)

treasurer; William A. Cameron, secretary; Lowell Farrell, production manager; Nancy Wilson Ross, story editor; Ed Boerger, comptroller; Zoe Porter, executive secretary to the vice-president; Ann Harris, research editor, and Frank Perrett, publicity director.

Club Women

(*Continued from page* 1)

"Broken Lance," "A Star Is Born," "Sabrina," "White Christmas," "Night People" and "Deep in My Heart."

Other awards went to "The Vanishing Prairie" as the best documentary film of 1954, and to "The Little Kidnappers" and "Hobson's Choice" as the best foreign films of the year.

Buena Vista

(*Continued from page* 1)

and small situations alike on the local level.

Ross said that his company had been "approached" by other distributors to perform a similar function and that his organization was being expanded to meet the probable demands.

Charlotte, Calgary, N. Y. Lead UA Drive

United Artists' New York, Charlotte and Calgary branches have captured first place in their respective groups in the second week of the third lap of the Robert S. Benjamin Drive, it was announced by William J. Heineman, vice president in charge of distribution, and B. G. Kranze, general sales manager, who are serving as co-captains of the push saluting the company's Chairman of the Board.

DCA Plan

(*Continued from page* 1)

Wormser, vice-president and general sales manager, it was stated that regional offices would be established shortly for "top-selling" to the major circuits. It was estimated that approximately 3,500 of such accounts exist in the U. S. and Canada.

This division of the country into home office and branch operations follows the pattern used by other major distributors, Boasberg and Wormser said. Within this framework, it was revealed that the foreign market will remain open and separate distribution deals will be made picture by picture and country by country.

"DCA, with its concentration on one film at a time," said Boasberg and Wormser, "is in a position to generally distribute film at a 25 per cent distribution fee."

Exploitation Planned

Discussing exploitation, the two officials pointed to their first film in release, "Long John Silver," and said that exhibitor stockholders joining with other exhibitors will have more than 400 theatres in the metropolitan area sponsor a "treasure hunt" tieup with Macy's department store in which treasure keys will be given away at theatres for which merchandise will be obtained at the department store.

Currently in release by DCA, in addition to "Long John Silver," is "Hunters of the Deep," underwater documentary which won an Edinburgh Film Festival Award.

Currently in production are "I Am a Camera" and "Finian's Rainbow."

Casting at the present time are "Lelia" and "The Viking" while in pre-production status are "The Survivors" and "The Way We Are." The ninth film scheduled by DCA is an original comedy to be written by Sam and Bella Spewack.

Franchise Holders Listed

Franchise holders have been signed as follows: Buffalo and Albany, N. Y., Leiser Film Distribution Co.; Atlanta, Jacksonville, Charlotte and Memphis, Frank White's Howco Productions; Chicago, Realart Films; Cincinnati and Indianapolis, Safer Film Distributors; Cleveland, Imperial Pictures; Dallas and Oklahoma City, Herman Beiersdorf.

Also, Denver and Salt Lake City, Dimension Pictures; Los Angeles, Realart Pictures of California; Minneapolis, Independent-Lippert Distributors; New Orleans. Lippert Pictures of Louisiana; Philadelphia, Screen Guild Productions; Pittsburgh, Cooperative Theatre Service; San Francisco, Seattle and Portland, Favorite Films of California.

And, Washington, D. C., Equity Film Exchange; Omaha and Des Moines, William Feid; St. Louis, Herman Gorelick; Boston, Screen Guild Productions; New York, Favorite Pictures Exchange; Canada, Alliance Films, Ltd., of Toronto.

Trade Pension Plan

(*Continued from page* 1)

founding of the plan, labor and management alternate annually in supplying the chairman.

Other officers unanimously elected are Fred S. Meyer, vice-chairman; Herbert Aller, secretary, and Henry Wadsworth, vice-secretary.

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MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 120 NEW YORK, U. S. A., THURSDAY, DECEMBER 23, 1954 TEN CENTS

'55 Plans

See Midwinter Conference of State Censors

Dr. Flick Sees No Change In N.Y. Censorship Laws

By MURRAY HOROWITZ

A mid-winter meeting of state film censors in the U. S. was indicated here yesterday by Dr. Hugh M. Flick, director of the motion picture division of the New York Education Department, the state's film censorship board.

Dr. Flick, stating that communications about the meeting are now being forwarded to state censors, said it has been suggested that the conference be held in January or February of next year, possibly in Virginia.

Participating in the meeting, Dr. Flick said, would be representatives of the following state censor boards, in addition to New York: Pennsylvania, Virginia, Maryland and Kansas. Dr. Flick indicated confusion about the possible presence of representatives from Ohio, saying that due to a recent State Supreme Court decision there, Ohio censorship is prac-

(*Continued on page 6*)

21,000 'Scope By April Seen

With 59 per cent of the total domestic feature sales possibilities already equipped for CinemaScope presentations, Twentieth Century-Fox's top executives anticipate, on the basis of information received from equipment dealers, 21,000 world-wide houses equipped for the wide-screen medium by April 1. As of Dec. 11, company statistical reports show that 10,057 U. S. and Canadian theatres and 4,797 overseas houses have installed CinemaScope equipment.

According to the 20th-Fox tabulation of domestic CinemaScope installations, 8,569 houses are "four-wall" theatres, 1,332 are drive-ins, 154 are Army theatres, and two are non-theatrical situations.

Company executives, elated at the

(*Continued on page 6*)

FCC Defers Action On Subscription TV

WASHINGTON, Dec. 22. — The Federal Communication Commission has informally assured the exhibitors committee which is fighting subscription television that the commission will take no action on pending subscription TV petitions until some time early next year, it was learned today.

Accordingly the exhibitor committee will wait until early in January to file its detailed objections to the request of Zenith and other companies seeking authorization of toll-TV.

Para. Defers Stand On Toll TV; Is Revising Telemeter

Paramount Pictures has made no decision yet regarding the position it will take in the event the Federal Communications Commission sets hearings or calls for briefs from interested parties on the subject of subscription television, company officials told trade press representatives at a luncheon in the home office yesterday.

"The next move (in the toll TV picture) is up to the FCC," Paul Raibourn, Paramount vice-president, observed. "Time will determine our position."

He said that Telemeter, the home pay TV system in which Paramount holds a half interest, is presently in

(*Continued on page 6*)

'Fewer and Better' Succeeds

PARA. PRODUCTION POLICY RETAINED

Balaban Says Physical Limitations Prohibit Increase, But More Films Are Available

By SHERWIN KANE

Physical limitations of both production and distribution in all likelihood will limit Paramount Pictures' releases in 1955 to the 20 features which have been announced, Barney Balaban, president, told trade press representatives at a luncheon at the company's offices yesterday.

However, Balaban added, more pictures are available and, if it appears possible to handle additional ones without sacrifice of their values it will be done. From the company's experience in recent years, such a possibility appears remote, it was indicated.

All of the 20 pictures announced for next year are completed and their worth in the prevailing market raises the question whether even that many can be properly liquidated within the 12 months' period, Balaban said.

Paramount executives attending the luncheon gave no encouragement to exhibitors urging major studios to reinstate production of the modest-budget, program picture. Many exhibitors contend that despite production-distribution statements to the contrary, there is a profitable market for such pictures.

Adolph Zukor, chairman of the Paramount board; Paul Raibourn,

(*Continued on page 3*)

'White Christmas' Spectacular Draw

Establishing what is probably an all-time record of its kind in the annals of film distribution, Paramount's "White Christmas" will have grossed more than $7,000,000 at the end of its first seven weeks in release, Dec. 31, company officials disclosed yesterday.

Blumberg to Coast After Hospital Stay

Nate J. Blumberg, chairman of the board of Universal Pictures, left Doctors Hospital here last night after having been confined there for more than a month following a mild heart attack.

Blumberg left last night by train for his home in California.

Tax Cut, 'Scope Credited

Net of National Theatres For Year Is $2,856,860

From THE DAILY Bureau

HOLLYWOOD, Dec. 22.—In his annual report to National Theatres, Inc., stockholders, president Elmer C. Rhoden disclosed consolidated net earnings for the fiscal year ended Sept. 24 as $2,856,860, or $1.03 per share, an increase of 12 cents over the 91 cents per share earned in the corresponding period last year. Rhoden said theatre income was $61,915,000, which is $558,000 in excess of the previous year. He said the increase was due primarily to the decrease in Federal taxes and to favorable public reaction to CinemaScope pictures. Rhoden cited impending films of quality and said, "We believe this outstanding product will bring about a definite step-up in attendance."

National Theatres subsidiary, Fox West Coast Theatres, disbursed a

(*Continued on page 6*)

Divest Final Loew Houses

Loew's Theatres, with two more theatres to dispose of, expects to fulfill its divestiture of theatres under the Loew's consent decree by the end of the year, or shortly thereafter, it was learned here yesterday from a top Loew's official.

The two remaining Loew's Theatres to be divested are the Melba in New York and the Bridgeport, Bridgeport, Conn., it was stated, negotiations for which are now going on. The most recent Loew's theatre to be sold was

(*Continued on page 6*)

Merry Christmas United Artists

Personal Mention

REGINALD ARMOUR, head of Republic Pictures for Britain and the Continent, has left Europe for New York to spend Christmas here.

•

RICHARD MEALAND, head of production for Paramount Film Services, Ltd., and MRS. MEALAND will arrive in New York from England today aboard the "Mauretania."

•

MONTY SALMON, managing director of the Rivoli Theatre here, will leave New York by plane today to spend the holidays in London.

•

G. F. SANGER, director of British Movietonews, Ltd., arrived in New York from London yesterday via B.O.A.C. Monarch.

•

SOL HUROK will sail from New York today on the "Ile de France" for a 12-day cruise to the Caribbean and South America.

•

IRVING SOCHIN, Universal Pictures short subjects sales manager, left New York yesterday for Jamaica, B. W. I.

•

SAM BEKERIS, United Artists supervisor in Latin America, has arrived in New York from Mexico City.

•

PETER RIETHOF, president of American Dubbing Co., has left New York by plane for Paris and Rome.

•

KENNETH MACKENNA, M-G-M studio story head, has returned to Hollywood from New York.

•

HARRY BROWNING, of New England Theatres, has returned to Boston from Hartford.

•

PHILIP DUNNE, writer, will arrive here from Hollywood next week.

•

MYRON MCCORMICK has arrived in New York from Hollywood.

'Girl' Olympic Fund Donations at $11,000

HOLLYWOOD, Dec. 22. — Proceeds from last night's premiere of "The Country Girl" here, added to the proceeds from the picture's New York premiere last week, and to volunteer donations received today, lifted the Olympic Games expense-fund contribution by about $11,000.

An amount in excess of $100,000 is expected to result from other "The Country Girl" premieres throughout the nation.

Robert North Dead

HOLLYWOOD, Dec. 22.—Robert North, who produced the Thailand film, "Santi Vina," died Tuesday at Bangkok, Thailand, of poliomyelitis, it was learned here today.

"Santi Vina" had been honored at the Southeast Asia Film Festival as the film most succesful in the promotion of understanding between the East and the West.

'Lili' Ends 95-Week Run at Trans Lux; 700,000 Viewed It

Approximately 700,000 patrons paid more than $700,000 to see M-G-M's "Lili" at the Trans Lux 52nd St. Theatre here where the picture this week completed a 95-week run. It is one of the few pictures to play more than a year and a half in one theatre in the Broadway area.

"Lili" now will begin its runs in the independent and circuit houses in Greater New York.

Fire Damages Hub's Kenmore Theatre

BOSTON, Dec. 22.—A three-alarm fire causing damages estimated at more than $12,000 at the 700-seat Kenmore Theatre forced 100 patrons to leave. There was no panic and none was hurt as the audience filed out in orderly fashion.

Of an unknown source, the fire started in the ceiling of the stage end of the theatre, discounting any possibility of trouble from the heating system or the projection booth, as the equipment for both is in the front end of the house.

Louis W. Richmond, who owns the theatre property and operates the Kenmore as an art house, has closed it for renovations until after the first of the year. He had booked the IFE opera film "Aida" for the Christmas presentation which will be given later when the theatre reopens. The manager is Albert Donovan.

Shea Appeal Denied; Grainger Is Upheld

The motion of Shea Enterprises to re-argue the court case in which fees due E. C. Grainger were ordered arbitrated has been denied by Supreme Court Justice Joseph Gavagan. Thus the former decision of the court will stand.

Grainger's services were terminated by Shea in 1951, at which time he requested arbitration. Shea countered with charges of mismanagement against Grainger and contended that Grainger's contract was invalid. Arbitration was deferred but the court recently found that the Grainger contract was valid. However, Judge Gavagan upheld Shea's claim that the statute of limitations applied, thereby limiting Grainger's possible recovery to six years.

'Conqueror' Ready For Preview in Jan.

HOLLYWOOD, Dec. 22. — With dubbing operations nearly completed, Producer-director Dick Powell expects to have "The Conqueror," RKO's $6,000,000 film starring John Wayne, Susan Hayward and Pedro Armendariz, ready for previewing by mid-January.

Claimed to be the biggest production in RKO history and one of Hollywood's all-time biggest, "The Conqueror" is slated for national release next May.

Winchell Items QP's Hollywood Manager

Walter Winchell's column yesterday included this item: "Motion Picture Daily's S. D. Berns calls him Darryl Zanucklaus."

The item, of course, referred to the rhyme at the head of the column by Quigley Publications' Hollywood manager, Samuel D. Berns, in the Dec. 13 issue of Motion Picture Daily in which the writer expressed his appreciation of the entertainment qualities of "There's No Business Like Show Business," referring to "ZanucKlaus" as the person who presented the attractive package.

Jubilee Staged by Loew's Theatres

Loew's Theatres played host last night to 268 couples who have completed fifty or more years of marriage at a giant Loew's "Golden Jubilee Party" staged here in the Hotel Sheraton-Astor.

The event was conceived and executed by Loew's publicity director Ernest Emerling and his staff as a good will gesture, and as part of the promotional activities for coming Jubilee attractions. What began as a simple newspaper story plant snowballed into the biggest affair of its kind ever held.

Awards were made to the couple longest married, the pair with the greatest number of children and of grandchildren. Music and entertainment was of the 1904 era and was highlighted by audience-participation stunts including the Cake Walk, a grandfathers' Diapering Derby, a Beauty Contest, Balloon Dance, and a blind-date competition. Joey Adams and Harry Hershfield were masters of ceremonies, with Emerling and his home office staff acting as coordinators. Frank Silvers and orchestra furnished the music.

Congratulation and benedictions were bestowed upon the gathering in telegrams from Dr. Norman Vincent Peale, Rabbi Jonah Wise, and Rev. Thos. F. Little, S.T.L., executive secretary of the Legion of Decency.

ABC-Southampton Deal for 'Scope

LONDON, Dec. 22.—Special arrangements for CinemaScope screenings in the dockside town of Southampton (population 180,000) have been concluded between 20th-Fox and Associated British Cinemas.

Following the breakaway of 20th-Fox from the J. Arthur Rank group, the people of Southampton have seen no CinemaScope subject since the screening of "How to Marry a Millionaire" at their Gaumont in April.

ABC's key theatre in the town, the 2,000-seated Forum, is showing "Beneath the Twelve Mile Reef" during the Christmas holidays. "Prince Valiant" has been booked into the Circuit's neighborhood house, the 1,500-seated Broadway.

Columbia Pictures And Otto Preminger In 'Ghandi' Deal

Columbia Pictures has completed arrangements with Otto Preminger to produce and direct "The Wheel," a film dealing with the life of Mahatma Gandhi, it was announced here yesterday by Harry Cohn, president of Columbia.

Preminger plans on shooting only one version of "The Wheel," which will serve not only the Western world, but the huge Indian market as well, it was stated. Thus, all of those characters, both British and Indian, who normally would speak English will do so in the film, while those who would be expected to speak Hindustani in life will do so in the film, it was explained.

The Indian government, as previously reported, has indicated its cooperation.

Children Enlisted In Vandalism Fight

BOSTON, Dec. 22. — Manager Maurice Sidman of the State Theatre in East Milton and the local teen-age group's Shamrock Athletic Club have become partners in a joint effort to eliminate vandalism and destruction in the sub-run situation.

Sidman attended a meeting of the teenager's club and offered them a deal—they should make an effort to cut out the physical destruction in the theatres and he would donate to the Shamrock Club the proceeds of a special show which will be held in two weeks.

"It has been my experience that if the theatre manager works closely with a leading high school organized group, much can be done to do away with this headache of all managers," Sidman said.

Sinatra, Levenson In 'Parade of Stars'

Frank Sinatra and Sam Levenson head the initial list of stars in the "Parade of Stars" for the benefit of the Jewish National Home for Asthmatic Children that will be held at Town Hall on Jan. 8, it was announced by Max E. Youngstein, vice-president of United Artists, who is serving as chairman of the home's first benefit show.

In addition to Sinatra and Levenson, other Broadway stars whose acceptances of invitations to appear were announced here are: Myron Cohen, the Mariners Quartet, the Chordettes, Jaye P. Morgan, Jan Arden, Lois Hunt, Earl Wrightson, Don Liberto, Bobby Hackett and Lanny Ross. Robert Q. Lewis, honorary chairman of the benefit, will be master of ceremonies.

RKO Theatres Dividend

At a meeting of the board of directors of RKO Theatres Corp. here yesterday, a dividend of 20 cents per share was declared, payable Jan. 14, 1955 to holders of record at the close of business on January 6, 1955.

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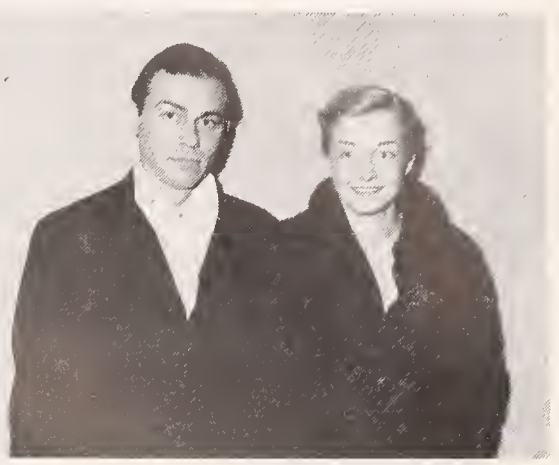
"Tonight's the Night" Bows in New York



Among those seen at last night's premiere performance of "Tonight's the Night" at the 52nd Street Trans-Lux Theatre here were, left to right, first photo: Tex and Jinx McCrary, radio and television luminaries, and Harry Brandt, president of Brandt Theatres. Second photo: Celeste Holm and Mrs. Cornelia Otis Skinner. Third photo: Nina Foch and her husband, James Lipton.

The New York Foundling Hospital benefitted last night by the premiere performance of Allied Artists' "Tonight's the Night," which was held here at the 52nd Street Trans-Lux Theatre. The lobby ceremonies preceding the performance were directed by Jinx and Tex McCrary and were televised live over WPIX. Additionally, portions were re-broadcast on the regularly-scheduled Tex and Jinx program over WRCA later last night. The hospital was represented by the Rt. Rev. Mons. John E. Reilly.

"Tonight's the Night" stars Barry Fitzgerald, along with Yvonne de Carlo and David Niven. It was produced and directed by Mario Zampi.

People

Herbert Larson, veteran motion picture editor of "The Oregonian" in Portland, Ore., is back at his desk after a siege of pneumonia.

Jack Kirsch, president of Allied Theatres of Illinois, has announced that **Joe E. Lewis** and **Peggy Lee** will head the floor show at Chez Paree, Chicago, when Allied celebrates its 24th anniversary there on Dec. 29.

George Planck, veteran film showman, has sold the Ohio Theatre, Cleveland, to **Irving Mumper.** He will devote all his time to his ice cream business.

Morris Wolf, prominent Philadelphia attorney, will speak on his experiences as special representative of the Foreign Operations Administration at the annual dinner of Variety Club's Tent 13 on Jan. 10. The dinner, which will honor retiring chief barker **Norman Silverman** and welcome **Louis Goffman,** the incoming chief barker, will be held at the Bellevue-Stratford Hotel in Philadelphia.

Ernest A. Grecula has joined Walter Reade Theatres as manager of the Paramount in Plainfield, N. J. He was formerly advertising and publicity director of the Hartford Theatres Circuit.

Sam Germaine, salesman, has been elected president of the 20th Century-Fox Family Club at the New Haven exchange.

Women's Clubs Cite 'Sign of the Pagan'

Universal Pictures was presented with a testimonial saluting its forthcoming "Sign of the Pagan," by Mrs. Charlotte Baruth, national chairman of the Motion Picture Division of the General Federation of Women's Clubs, at a luncheon here yesterday.

Paramount Production

(*Continued from page* 1)

vice-president; Russell Holman, Eastern studio representative; A. W. Schwalberg, distribution head, E. K. O'Shea and other company executives present were agreed that even if it were physically possible for distribution to properly market more product than now scheduled, a supposition none of them would concede, the scarcity of material for production would soon reduce the output once more.

Paramount appraisals of its completed product for 1955 releases indicate the "highest gross on the fewest pictures (20) in the history of the company," according to Barney Balaban, president.

"As long as the exhibitor wants quantity, he's on the wrong track," said Zukor. "People do not go to the theatre today from habit. They go because they've read or heard of the picture they intend to see, and they leave free entertainment at home."

"We've tried the quantity policy and went broke on it," Zukor declared.

Evidence that the Paramount studio is working at capacity is Y. Frank Freeman's report that when Cecil B. DeMille's "Ten Commandments" goes before the cameras in March, outside space may have to be rented, as all home stages will be occupied.

There is no real product scarcity, he added. "All companies are making more good pictures than ever, so there is no shortage of good pictures. If there was money to be made in the low budget pictures, the studios would make them."

Balaban said he thought the entry of exhibitors into production activity is a "healthy thing for the industry."

"It is good for them to be in production," he said. "That is where they will learn the answers."

Schwalberg said Paramount's release schedule to June 30, 1955, has been set now and consists of 12 pictures. Release will be at the rate of two a month and the company is now waiting on prints of the scheduled releases.

Balaban said an estimate of the production cost of the new year's schedule would be meaningless because about half of it involved participation deals and final costs will be affected by those pay-offs.

"Paramount Presents VistaVision," containing excerpts from 10 forthcoming releases, will be offered by the company to theatres early in the new year. Originally it was intended for trade showings in exchange centers but its entertainment content was deemed high enough to make it a theatre attraction.

Other company officials at the luncheon were Sid Blumenstock, advertising manager; Herb Steinberg, exploitation; Burt Champion, publicity, and Charles Franke, trade press contact.

UTP Personnel to MCA

David V. Sutton, vice-president and member of the board of MCA-TV, announced yesterday in New York that effective immediately, all United Television Programs, Inc., personnel has joined MCA-TV. MCA-TV has acquired all UTP film properties.

"UTP now becomes a part of MCA-TV film syndication division," Sutton said.

News Roundup

Extra Shows at Music Hall

Radio City Music Hall will open its doors at 7:30 a.m. from next Monday, through Thursday, Dec. 30, to accommodate holiday audiences. An extra performance will also be given at midnight on Dec. 31.

Get Acquainted Week

In Haines City, Fla., the Florida and Haines City theatres gave a pass with each paid admission during Get Acquainted Week, a promotion designed to encourage newcomers as well as regular patrons to become better acquainted with theatre personnel. Steve Barker is manager of the Florida, and Roy Williams of the Haines City.

Buys Conn. Auditorium

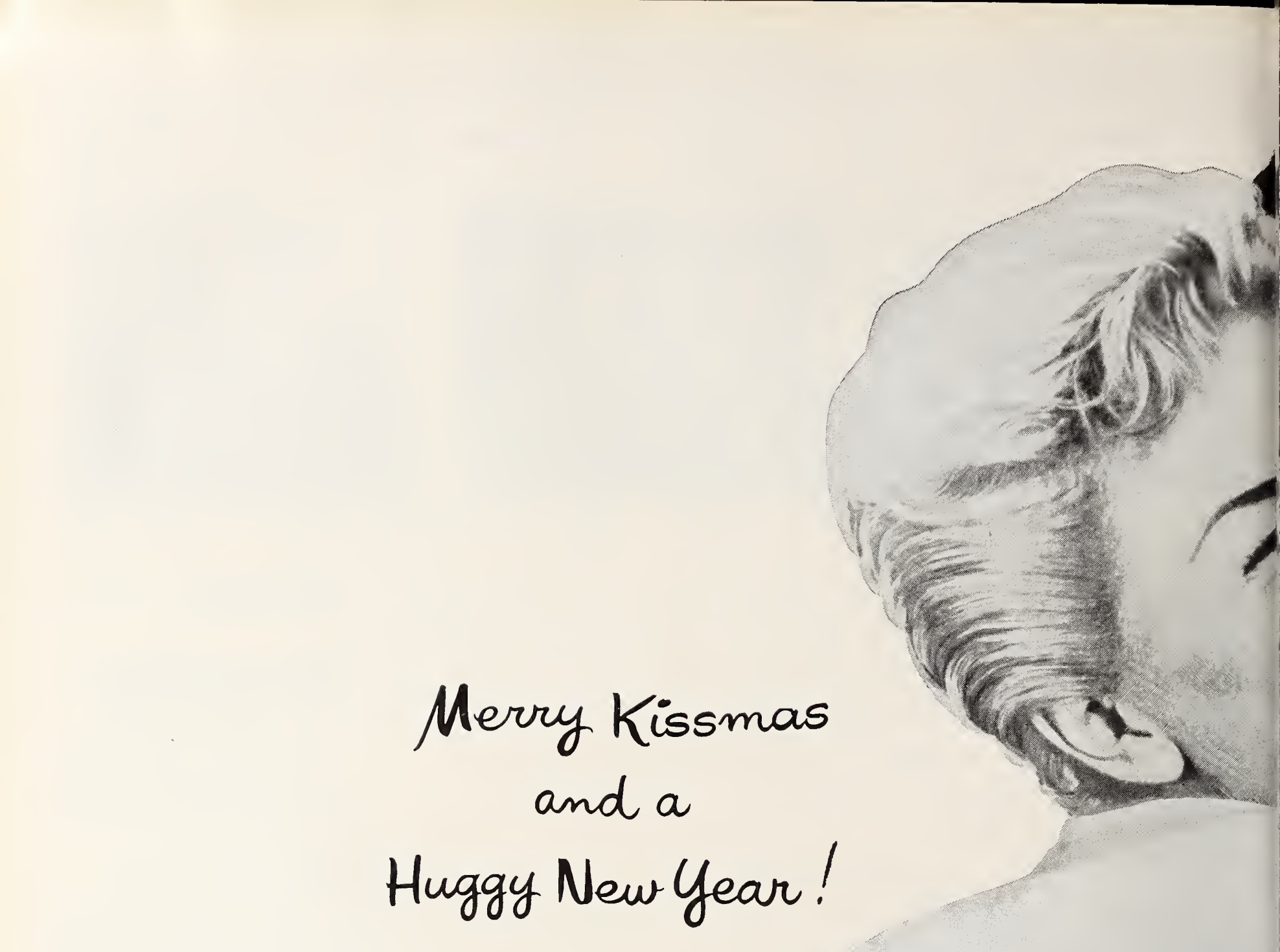
George Comden, former owner of the Fine Arts Theatre in Westport, Conn., has purchased the Country Barn in Monroe. He plans to continue Saturday night square dancing in the auditorium, and will make it available for rental by social and civic groups.

Durango Woos Producers

Durango, mining center of north central Mexico, is bidding strongly for studio and location business of both U.S. and Mexican producers with the inducement of a 20-year exemption from state taxes. The only condition is the employment of as many Mexicans as possible.

Cohen Aids Camp Funds

Lou Cohen of Loew's Poli Theatre in Hartford presented checks for $261.55 each to the summer underprivileged children camp funds of the "Hartford Times" and the "Hartford Courant." The checks represented the purse given to the veteran theatre executive at a testimonial dinner marking his 35th year in motion pictures.


Merry Kissmas
and a
Huggy New Year!
DORIS and FRANK both have just been voted the Nation's No. 1 Singing Stars in National Disc Jockey Poll by 'Billboard'!
WARN
DOR
FRANK
"Young
NINE GREAT HITS—AND ALREADY TWO OF THEM ARE HIGH
ON THE LIST OF SONGS WITH THE BIGGEST RADIO AUDIENCE!
'HOLD ME IN YOUR ARMS'
'JUST ONE OF THOSE THINGS'
'READY, WI
'SOMEC
ALSO STARRING
GIG YOUNG · ETHEL BARRYMORE · DOROTHY MALONE
WITH
ROBERT KEITH · ELISABETH FRASER · ALAN HALE, JR

ROS. PRESENT

S DAY AND
SINATRA
at Heart"

in WARNERCOLOR

ND ABLE' ♪ 'YOU MY LOVE' ♪ 'TIL MY LOVE COMES TO ME' ♪ 'ONE FOR MY BABY'
WATCH OVER ME' ♪ 'YOUNG AT HEART' ♪ 'THERE'S A RISING MOON' ♪

ECHNICOLOR SCREEN PLAY BY JULIUS J. EPSTEIN AND LENORE COFFEE AN ARWIN PRODUCTION · PRODUCED BY HENRY BLANKE · DIRECTED BY GORDON DOUGLAS · PRESENTED BY WARNER BROS.

HOLIDAY CHEERS FROM THE TRADE PRESS!

"This is just what the box-office ordered! Everyone should fall in love with its warm human family life appeal. Warner Bros. have every right to burst a vest button for styling the story to suit the personable talents of its stars. They had the preview audience in the palms of their hands."

M. P. DAILY

"Highly entertaining! Solid family entertainment and fine performances that combine humor and pathos — with hit songs added!"

FILM DAILY

"Ticket-buyers should enthusiastically patronize this one! Has numerous assets to generate business-attracting word-of-mouth reaction!"

BOXOFFICE

"It's headed for prosperous box-office! For both Miss Day and Sinatra "Young At Heart" is a topflight credit. They give the songs the vocal touch that makes them solid listening, and score just as strongly on the dramatics, complementing each other to make the heart-tugs all the more effective!"

VARIETY also DAILY VARIETY

"A picture to delight and entertain! Will build top business!"

SHOWMEN'S TRADE REVIEW

"Box-office gold in all situations! Excellent!"

M. P. HERALD

NT's Net

(Continued from page 1)

bonus and other awards to employees today in the Los Angeles and San Francisco headquarters of the Southern and Northern California divisions.

In Los Angeles, where 180 managers, division managers and department heads attended the annual get-together at the Ambassador Hotel, FWC general manager Edwin F. Zabel distributed $65,858, including sales-drive awards and Christmas bonuses.

In San Francisco $27,890 was distributed similarly.

Para. Toll TV

(Continued from page 1)

the process of being "re-designed" in line with experience gained in the Palm Springs, Calif., experiments with it a year ago.

Asked whether Paramount's interest in pay TV has altered of late, Barney Balaban, president, replied: "We are in it deeper and more enthusiastic than ever before."

"Whether we want to or not, we cannot ignore a box office in the home," Balaban said. "It may be inevitable."

Questioned concerning his views of program material for subscription TV, Balaban said that it could call for a "different type of product, apart from old films, than that provided for theatres."

Loew to Divest

(Continued from page 1)

the Ave. B Theatre here which was acquired by Jay Emanuel Theatres, bringing the total number of Loew's houses divested to 23 over a period of a year and a half.

Under terms of its consent decree, Loew's was to dispose of 25 theatres, the majority of which were in the New York area. Under its latest extension, Loew's was given until Feb. 6 to fulfill the terms of the decree.

'Wages of Fear' Here in February

"The Wages of Fear," which won the Grand Prix at the Cannes Film Festival, will be launched in the United States early in 1955 by International Affiliates, Inc., representing Filmsonor of France. This is reported to be the only foreign-language film which has ever secured major circuit booking in England.

John G. McCarthy, president of International Affiliates, Inc., announced that the prize-winning picture will have its American premiere at a top New York art house in February.

'Prince' Bows Jan. 11

Twentieth Century-Fox's CinemaScope production of "Prince of Players" will open at the Rivoli Theatre here on Jan. 11, the film company announced.

YOU CAN ALWAYS DEPEND ON
F I L M A C K
1327 S. WABASH CHICAGO 5, ILL.
FOR THE BEST SPECIAL TRAILERS
630 NINTH NEW YORK 36, N. Y.

Reviews

"Quest for the Lost City"

(RKO—Sol Lesser) *Hollywood, Dec. 22*

THE Sol Lesser presentation of this non-fiction account of exploratory travels, such as nearly everybody dreams of but almost nobody undertakes, comes to market at a time when the lengthening and broadening of top-strata features have created a critical problem for the exhibitor whose customers decline to settle for less than two features. The Lesser presentation, originally filmed in 16 mm. Kodachrome under conditions of hazard and stepped up to 35mm. Eastman-color for commercial use, is a direct and satisfying solution of that problem—could, if as successful as seems promised, turn out to be the first in a train of hour-long features designed for precisely that purpose. Its running-time is by no means a measure of its merit.

The picture is simply a camera record, made by themselves, of a journey from Southern California through Mexico to Guatemala by Dana and Ginger Lamb, professional adventurers, making their way afoot and with aid of only such equipment as they carried on their backs—a 40-pound pack on hers, a 60-pound pack on his. Those statistics include the time-set camera with which they photographed themselves, their surroundings, their discoveries and their conclusions, together with their bug-proof tent, their emergency rations, all and everything they lived by and with. There is no gimmicking of the footage, no faked-up perils, and no token-plot about seeking a legendery city, no artificiality of any kind—just plain photographic records of a not-at-all plain venturing into jungle and mountain by two people who make that kind of venturing their business. (A goodly part of the survival-knowhow that saved the lives of soldiers shot down behind enemy lines in World War II was supplied by the Lambs; ex-pilot Tom Harmon speaks a prologue stating they saved his life twice.)

The photography, naturally, is less perfect than the Academy issues awards for, and there is no dialogue, just narration and music score, but these facts add to the effectiveness of the picture rather than detract.

Running time, 64 minutes. General audience classification. Release date not set.

W. R. WEAVER

"The Beachcomber"

(Rank-U.A.)

PATRONS of British motion picture fare as well as other types of discriminating audiences will be amused by this J. Arthur Rank remake of the fine old Charles Laughton film, "The Beachcomber," from an interesting and colorful W. Somerset Maugham story. Good film making is employed here and Robert Newton, an impeccable English performer, portrays the liquor-logged outcast who spends his days on a tropical island doing nothing more strenuous than popping the corks out of bottles and drinking the contents.

Disliked immensely by other British residents of the Isle, a missionary and his sister, Newton, who arouses the ire of a new Colonial officer placed in charge of the island, is sentenced to hard labor for his drunken outbursts. Circumstances throw him and Glynis Johns together and she, for the first time, gets a modicum of respect for him. But no sooner does Newton get pardoned, another drunken spree causes a deportation sentence to be levied, but a cholera epidemic strikes and he is allowed to help Miss Johns combat it. Admiration and then love accompany their perilous adventures together and in the end, Miss Johns is less prudish and Newton more of a man.

Sydney Box's screenplay moves forward at a leisurely pace, perhaps synchronizing life in the tropics. The lush and authentic settings are always a joy to behold in color by Technicolor which aids the film's overall quality. William MacQuitty produced and Muriel Box directed this film which is basically a character study of two offbeat characters, similar in many ways to those in a previous United Artists release, "The African Queen." It has a few bursts of violence, a smattering of sentiment and wonderful scenery.

Running time, 82 minutes. General audience classification. Release, in January.

'Dimes' Trailer Now Being Distributed

The 1955 March of Dimes motion picture trailer, explaining the bigger job the nation's polio-fighting organization faces in the new year, is now being distributed, it was announced by the National Foundation for Infantile Paralysis.

This 60-second March of Dimes appeal is being distributed free of charge to more than 10,000 theatres throughout the country by local March of Dimes chairmen.

Motion picture houses from coast to coast are designating special weeks in January to show the trailer at the same time that local March of Dimes volunteers make audience collections, lobby collections and/or arrange for special benefit performances.

33 Films in Work At Coast Studios

HOLLYWOOD, Dec. 22. — Only one picture started and four pictures were completed, this week, for a total of 33 pictures in work. Started was "Devil Goddess," (Columbia).

Completed were: "Twilight Alley," (Allied Artists); "Five Guns West," Palo Alto, Eastman Color (American Releasing Corporation.); "Duel On the Mississippi," Technicolor (Columbia); "The Scarlet Coat," CinemaScope color (Independent).

Produce Polio Short

RKO-Pathe, Inc., is producing a number of one-minute TV spots for the National Foundation for Infantile Paralysis.

'Scope

(Continued from page 1)

rapid pace in which exhibitors are installing CinemaScope equipment, expect that by the end of March, 13,000 domestic theatres will be equipped for the medium. The foreign organization anticipates that at least 10,500 of its overseas accounts will have converted and be regularly presenting CinemaScope pictures by the end of next year.

Broken Down Nationally

At present, the 20th-Fox statistical survey reveals the number of houses equipped for CinemaScope about the globe are: 10,057, U. S. and Canada; 244, Latin America; 294, South America; 495, Great Britain; 2,940, European continent; 30, Africa; 488, Far East; 278, Australia; 28, New Zealand.

Grosses of CinemaScope presentations, as reported to 20th-Fox sales officials by theatre managers, beginning with "The Robe" proved 211.47 per cent greater than the total box office return on prior standard releases of the same types of stories and played in a corresponding number of bookings.

In the initial 6.591 bookings of "The Robe," the first wide-screen feature outgrossed a corresponding playoff on "David and Bathsheba" by 331.51 per cent, 20th-Fox reports. Succeeding CinemaScope productions also have shown their outgrossing ability when compared to similar-type films, the company said. In the initial 14-months, CinemaScope productions have more than doubled the patronage of comparable standard features in corresponding number of bookings, the distribution organization reported.

Stereo Seen Popular

Officials of 20th-Fox also report that information received from the overseas markets indicate that installations of four-track stereophonic sound CinemaScope equipment outnumber other sound methods better than two-to-one. That was the conclusion which was drawn by 20th-Fox international executives. Every free nation in the world has been introduced to CinemaScope attractions, the 20th-Fox executives report, except Soviet Russia, China and other Iron Curtain countries.

State Censors

(Continued from page 1)

tically null and void until new legislation is passed.

In addition to the five remaining states where state censorship still exists, Dr. Flick said that representatives from Massachusetts, where there is censorship on films shown on Sunday, and Boston also may attend.

Last winter, state censors of the U. S. met in New York, issuing a statement following the conference upholding the rights of film censorship, despite then-recent U. S. Supreme Court decisions.

Asked if he foresaw any changes in New York State censorship in 1955 in light of the change-over from a Republican to a Democratic state administration led by Governor-elect Harriman, Dr. Flick said that "brutality" and "morality" know no political parties. He added that although the state administration will change, the legislature remains the same. There is no contemplated legislation on state censorship in New York, Dr. Flick added.

to all our friends in the
entertainment field

season's
greetings
and
best wishes
for a happy
and
prosperous
new year

ASCAP

The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, N. Y.

"The Year's TOP HONORS will go to THE COUNTRY GIRL"

The Word is Flashing across America from the Most Famous Typewriters Reporting Pictures!

"George Seaton and crew may get trampled in stampede of Oscars in direction of 'The Country Girl'." —**ALTON COOK**, *New York World-Telegram*

* * *

"One of the fine, forceful pictures of the year. Mr. Seaton wrote and directed it with a hand as firm as iron."
—**BOSLEY CROWTHER**, *New York Times*

* * *

"May win Bing another Oscar!"
—**LIFE MAGAZINE**

* * *

"Until I saw this picture, I thought (another actor) would walk off with the Academy Award. Now he'll have to beat Mr. Crosby." —**SHEILAH GRAHAM**, *ABC-TV*

* * *

"Highest Rating!"
—**KATE CAMERON**, *Daily News*

* * *

"Crosby may very well win an Oscar...one of the most compelling movies of the year."
—**LEO MISHKIN**, *Morning Telegraph*

* * *

"A likely competitor for Oscars!" —**JANE CORBY**, *Brooklyn Eagle*

"Crosby hailed for top male performance of year. Grace Kelly gives best female performance of year." —**FRANK QUINN**, *Daily Mirror*

* * *

"Sure to be one of the most talked about pictures, one of year's best." —**ROSE PELSWICK**, *N. Y. Journal-American*

* * *

"Don't miss 'The Country Girl'—a 4-Oscar filming."
—**FRANK FARRELL**, *Scripps Howard Columnist*

* * *

"Crosby gives performance of a lifetime. Holden hurtles thru the film in staccato fashion."
—**OTIS L. GUERNSEY, Jr.**, *N.Y. Herald Tribune*

* * *

"Excellent! Exciting . . . when performers break their personal sound-and-sight barriers while you watch." —**ARCHER WINSTEN**, *N. Y. Post*

* * *

"'The Country Girl' will knock you right out of your theatre seat." —**LOUELLA O. PARSONS**

* * *

"The dramatic thunderbolt of the year!" —**LOOK MAGAZINE**

PARAMOUNT presents

BING CROSBY · GRACE KELLY · WILLIAM HOLDEN in A PERLBERG-SEATON Production **THE COUNTRY GIRL**

Produced by WILLIAM PERLBERG • Written for the Screen and Directed by GEORGE SEATON • From the play by Clifford Odets

A Merry, Merry Christmas To All

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 121 NEW YORK, U.S.A., FRIDAY, DECEMBER 24, 1954 TEN CENTS

20th Estimate

'55 Releases In Scope Put At Over 125

Skouras Also Reports on Scope Activity in Europe

Releases in the CinemaScope medium will number 125 in 1955, representing the releases of all major companies in the U.S., it was estimated here yesterday by 20th Century-Fox, the company which introduced the medium.

Twentieth-Fox in its regular report to stockholders signed by president Spyros P. Skouras, reported that in addition to the 125 of U.S. companies, production in Europe has been greatly accelerated.

Continued the report: "England alone presently has 16 pictures under production and many others in preparation; France has three pictures under production and in preparation; Italy and Spain have more than 15

(*Continued on page 6*)

Film Centre For Jamaica

After several months of discussions, surveys and negotiations contracts are signed setting up Jamaican Film Centre, Ltd., a film production organization located in Kingston, Jamaica, B. W. I. Principals in the signing were Americans Martin Jones, Henry Olmsted and Gordon Knox, and the Industrial Development Corp., a statutory corporation established under the Industrial Development Law of Jamaica.

In announcing the formation of Jamaican Film Centre, Ltd., Jones revealed that the telefilm and feature film production organization has been initially financed at close to $1,000,000, with the American and Jamaican groups each putting up half the total amount and jointly owning the company.

The Industrial Development Corp., whose membership is composed of most of the large industrialists of the British West Indies island, was formed recently to foster industrial expansion and encourage the introduction to Jamaica of new industry.

U.S. Newspapers Editorially Praise Film Industry

The New Year is being ushered in with a backlog of upbeat editorials on the motion picture industry in newspapers throughout the country, it was revealed here yesterday by the Motion Picture Association of America, which compiled the clippings.

Typical was the comment of the "Times-Dispatch," Richmond, Va., which said, "Motion picture theatres, which only a few months ago were reported ailing financially, have experienced a therapeutic shot in the arm in the form of greatly increased attendance."

Said the "Observer-Dispatch," Utica, N. Y., "Most of us are happy that those entertainment friends of our youth, the movies, are getting their business back. . . . Behind this increased interest you'll find better motion pictures produced in new and better screening processes."

The upbeat editorials, the MPAA

(*Continued on page 6*)

All UPA '55 Shorts Available in 'Scope

From THE DAILY Bureau

HOLLYWOOD, Dec. 23.—United Productions of America will make its entire 1955 short subjects program available in CinemaScope, as well as in standard media, president Stephen Bosustow announced here today.

Continued Upturn Seen for New Year

ALBANY, Dec. 23.—A continuation of the "upgrade" trend in motion picture patronage is expected for the new year by two local industry leaders, Harry Lamont, of Lamont Theatres, and Charles A. Smakwitz, Stanley Warner zone manager. Both men believe that strong product and other favorable factors will be reflected in substantial grosses.

Neither cared to predict what the percentage of increase in 1955 will be, but each thought one will be registered.

51 at Paramount To 25-Year Club

Fifty-one Paramount employes from various departments, branches and affiliates who this year completed a quarter of a century of service will be inducted into the Paramount 25-Year Club today at home office ceremonies conducted by Barney Balaban, president, and Adolph Zukor, chairman of the board of directors. For the past several years, 25-Year Club induction ceremonies have highlighted Yuletide observances at Paramount.

The company's chief executives will mark the occasion with the presentation to the inductees of gold watches,

(*Continued on page 6*)

Ahead of '53

Pre-Releases Aiding Holiday AB-PT Gross

Traditional Bad Period Offset, Ed Hyman Says

By MURRAY HOROWITZ

A number of pre-releases have pushed the grosses of affiliate American Broadcasting-Paramount Theatres "substantially ahead" of the pre-Christmas holiday business which was done last year, Edward L. Hyman, vice-president of AB-PT, declared here yesterday.

Hyman, long an advocate of an even, year-round release pattern, contended that the business done by the pre-releases one week before Christmas, traditionally the worst period for theatre business, proves that top product will draw no matter what the season.

The AB-PT vice-president, saying that he did not want to single out individual companies, declined to state the titles of the pre-releases in question. From field reports, however, it was learned that "Three Ring Circus" opened strong in San Francisco on Wednesday and "Young in Heart" big

(*Continued on page 6*)

Compete for Acreage

Location, High Costs Face New Drive-in Projects

Established drive-in operators who plan to expand as well as prospective drive-in builders are faced with mounting real estate costs, with shopping centers competing for acreage, according to some outdoor theatre owners in the Eastern states. Exhibitors seeking new locations also are finding themselves bidding against home builders. This means that many drive-ins are being forced farther away from city and suburban areas, the exhibitors say.

Land-costs alone in various Eastern areas are as high as $10,000 an acre, it is claimed, while the minimum appears to be about $4,000 an acre in areas fairly close to communities. Some operators, it is said, are starting to explore swamp areas, with the idea of filling in the ground if sufficient and acceptable land-fill is available. Based on 1,000-car capacities, it is estimated that a modern drive-in, including acreage, construction and equipment will cost in excess of $250,000, according to those who have had recent experiences in obtaining information.

Screen costs are reported to be adding 10 to 15 per cent to the overall investment and larger concession booths with modern equipment also add to costs, it is said. A modern concession booth with increased service equipment is reported to hit close to

(*Continued on page 6*)

Cites Rise of Closed Circuit

"Closed circuit television has come of age in the past 12 months as a potent selling tool for American industry," according to William P. Rosensohn, newly elected president of Box Office Television, Inc., in a year-end report to company stockholders.

In reviewing the company activities for 1954, Rosensohn reported an average of one closed circuit coast-to-coast meeting per month for a top rated industrial concern with a total gross volume of close to $1,000,000.

The 12 closed circuit meetings produced by BOTV during 1954 include two shows each for Ford, Chrysler and Pan American World Airways. In addition, BOTV's facilities were used by the American Management Association, Dow Chemical Co., Wyeth Laboratories and Kaiser-

(*Continued on page 3*)

Personal Mention

FRANK KING, of King Brothers, and HARRY FRANKLIN, writer, left here yesterday by plane for Spain.

•

ELIZABETH STARR, daughter of ALFRED STARR, past president of Theatre Owners of America, was married in Nashville to GEORGE MANLY JOSEPH, of Boise, Ida.

•

LILLI ROSE BRUNNER was married here yesterday to HOWARD ALLEN KALMENSON, son of BEN KALMENSON, Warner Brothers vice-president.

•

SANDRA KURITSKY, of the 20th Century-Fox duplicating department, has announced her engagement to JERRY KASSLER of New York.

•

MURIEL KIRSCH, office manager at Madison Pictures, will be married Jan. 9 to JACK SPERLING of New York.

•

MARGARET WEBSTER, British actress, will leave New York tomorrow for England via B.O.A.C. Mayflower.

•

ROBERT G. MAURELLO, of Community Amusement Corp., Hartford, has left there for a vacation in the South.

•

CHARLES COOPER, of Cooper-Kirsch Theatres, Chicago, has left there for the Coast.

Double Taxation in Germany, U.S. Ends

WASHINGTON, Dec. 23.—A convention ending double income taxation in Germany and the United States went into effect Monday, with the exchange of instruments of ratification at Bonn, the State Department announced.

The convention will free film companies from double taxation in both Germany and the U.S. of their German earnings. Involved are income taxes—not various special excise or other taxes.

M-G-M to Produce Life of Buddha

HOLLYWOOD, Dec. 23.—The life of Gautama Buddha will be brought to the screen as the most important international motion picture in M-G-M's history, it was announced today by studio head Dore Schary.

To be produced in color and CinemaScope by Edwin H. Knopf, the story of Buddha was prepared and written by Robert Hardy Andrews after more than two years research. Andrews, who will be associate producer with Knopf, recently returned from his second fact-finding tour of India and the Orient. He visited Japan, Thailand, Cambodia, Laos, Burma, Ceylon and India, his 15,000-mile "pilgrimage" retracing the original Buddhist "curve," and following its growth from India to Japan and back.

New UA Managers In Two Countries Of South America

Alvaro Rey has been named manager of United Artists' office in Colombia and Naum Lefcovich has been appointed the company's representative in Uruguay, it was announced here yesterday by Arnold M. Picker, UA vice president in charge of foreign distribution.

Rey formerly served with RKO Pictures in Colombia as sales manager. Lefcovich was previously associated with RKO and Eagle-Lion in Argentina. He succeeds Adolfo Friedman, who resigned from the company last week.

Pre-TV Showing of 4 Religious Films

HOLLYWOOD, Dec. 23.—In an expansion move augmenting the "family theatre of air" radio-television programs, four religious feature films were acquired in Spain by Rev. Patrick Peyton, C.S.C., for theatrical release before television airings.

Joseph Breen, Jr., has been engaged to put the films into shape for theatrical release. All films are to be dubbed in English. Two will be based on the life of Christ. One modern film tentatively titled, "Delinquent," and a dubbed English version of "The Lady of Fatima," were acquired from Ceasere Gonzalez, Suevia Films, Madrid, in an arrangement with William Marshall, who held rights to an English version.

Four Directors Set For 'Seven Wonders'

HOLLYWOOD, Dec. 23.—Four or more directors will direct the third Cinerama production, "Seven Wonders of the World," co-producer Merian C. Cooper today disclosed, announcing the contracting of Tay Garnett to direct the Asiatic segment. Andrew Marton, Paul Mantz and Ted Tetzlaff will direct the other segments, and it is possible that John Farrow, who has been engaged as personal consultant to Cooper, may direct another segment.

Garnett will leave by plane for Asia tomorrow night, and Farrow will leave here on New Year's Eve for Africa.

Parsons Slates Five For AA During 1955

HOLLYWOOD, Dec. 23.—Lindsley Parsons has scheduled five films for production in 1955 for Allied Artists, with John H. Burrows slated to be associate producer on three of them. These three will be "The Hijackers," scheduled to roll Jan. 10; "The Intruder," now being written by Cyril Hume from the Helen Fowler novel of the same title, and "Son of Jack Slade," a sequel to "Jack Slade," which starred Mark Stevens.

"The Desperate Women," from the James D. Horan novel, and "Massacre at Dragoon Wells," to star Barry Sullivan, comprise the balance of his 1955 program for Allied Artists.

Elect Wm. Kelley A Du Mont V-P

Major organization changes by Allen B. Du Mont Laboratories, Inc., have resulted in the election of William H. Kelley as vice-president and general manager of all manufacturing and sales divisions, and the appointment of William C. Scales as manager of the receiver sales division, it was announced by Dr. Allen B. Du Mont, president.

Under the new alignment, the company's instrument, cathode-ray tube, communication products, international, government contracts, and receiver manufacturing and sales divisions will report to Kelley.

Scales moves into his new post after serving as sales manager for Du Mont's cathode-ray tube division since 1950.

AA to Have 10 Films As Year-end Backlog

HOLLYWOOD, Dec. 23.—Allied Artists will have a backlog of 10 pictures at the close of the current year, it was disclosed today by Walter Mirisch, executive producer. The films include "The Warriors," in CinemaScope, starring Errol Flynn, Joanne Dru and Peter Finch; "The Annapolis Story," starring John Derek, Diana Lynn and Kevin McCarthy, and "Shotgun," with Sterling Hayden and Yvonne De Carlo starred, each with color in Technicolor; "The Big Combo," starring Cornel Wilde, Jean Wallace and Richard Conte, and "God's Angry Man," with Raymond Massey, Debra Paget and Jeffrey Hunter.

The others are "Treasure of Ruby Hills," starring Zachary Scott and Carole Mathews; "Twilight Alley," starring Conte, Constance Smith and Bruce Bennett; "Code 3," starring Bill Elliott; "High Society," starring Leo Gorcey and Huntz Hall, and "Murder Is My Beat," with Barbara Payton and Paul Langton in the leading roles.

Campaign Launches 'Cruz' Opening Here

A campaign combining a city-wide retail store promotion, radio and TV plugs blanketing every major New York outlet, a newspaper ad campaign and street bally covering both the metropolitan and suburban areas is backing the Broadway premiere tomorrow of United Artists' "Vera Cruz," first Superscope production, at the Capitol Theatre.

The promotion program, said to be the most extensive ever mounted by UA to spotlight a New York opening, will reach an estimated 15,000,000 people.

The campaign drum-beating the Christmas Day opening kicked off 12 days in advance with a round-the-clock disc jockey salute exploiting the six recordings of the "Vera Cruz" title song.

The retail store exploitation spotted more than 1,500 theatres on the continent showing CinemaScope productions with more than 1,200 orders for additional installations pending, the company announced.

News Roundup

U.S. Title Announced

The J. Arthur Rank Organization has announced that "The Young Lovers," produced by Anthony Havelock-Allan, will be distributed in the United States under the title of "Chance Meeting." The film stars Odile Versois and David Knight.

■

Hot Chocolate Units

Cointeria, Inc., has started to place its hot chocolate units in theatres, Al Miller, president, announced in Chicago. The company's automatic coffee machines are already a common sight in theatres throughout the Chicago area.

■

European Bow for 'Star'

"A Star Is Born" will have its first European performance in London in February, with many British and American stars in attendance. The opening, a benefit for the Actors' Orphanage, is being planned by the Variety Club of Great Britain in collaboration with Warner Bros.

■

'Moby Dick' Completed

Al Crown, president of Moulin Productions, has announced that both location and interior filming of "Moby Dick" have been completed. John Huston is now in the Canary Islands winding up the exterior shooting for the film.

■

Auction at Ottawa House

The Roxy Theatre in Ottawa, closed for some time, reopened for three days for a public auction of antiques in a bid for Christmas business. No films were shown during the auction, and the theatre closed again Dec. 18.

■

Ohio House to Reopen

The Standard Theatre in Cleveland, owned by the Community Circuit, will be reopened in January after having been closed for six months. It was the first theatre built in Cleveland expressly for the showing of motion pictures.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"DEEP IN MY HEART"
In Glorious COLOR starring
JOSE FERRER • MERLE OBERON • HELEN TRAUBEL
An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

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Closed Circuit

(*Continued from page* 1)

Willys, among others, this year, he said.

The dozen closed circuit programs carried via BOTV's facilities were witnessed by over 300,000 people, Rosensohn said. In one instance, a two-hour program produced for Ford, 35,000 people viewed the telecast, the largest audience ever to be joined together by large screen closed circuit video, it was asserted.

"The coming year will see even greater activity in this field as more and more industries realize its time and money saving potential," continued Rosensohn in his stockholder report. Rosensohn pointed out that this medium no longer makes it mandatory for sales people to assemble at one central point, nor even at regional meetings. "Businessmen no longer have to travel a great distance to go to sales meetings and conventions," added the BOTV president. "Now every representative of a company can attend a national convention in his own home town—or a nearby city."

For the coming year, Rosensohn confidently expects his company to double the number of closed circuit TV business meetings and conventions to a total of 50 with an increased income of $2,500,000.

Four Signed for 1955

Four multiple city shows have already been contracted for by BOTV for the first two months of 1955, he said. Two of these are repeat users of BOTV's facilities.

Rosensohn also pointed out that BOTV now has a network of more than 220 cities available for meetings.

In the field of technical advances, Rosensohn told his stockholders that the coming year should see the beginnings of widespread use of color TV in the closed circuit field. Also, his research department is experimenting with the possibilities of a third dimensional type of TV similar in design to CinemaScope.

Skouras Returns From Europe Today

Spyros P. Skouras, president of 20th Century-Fox, will return to New York from Europe today by plane following an extended European business trip surveying current film industry conditions and the progress of CinemaScope overseas.

Impact of CinemaScope on European exhibition is pointed up in latest theatre installation figures showing more than 1,500 theatres on the continent showing CinemaScope productions with more than 1,200 orders pending, the company announced.

Home Offices Start Holidays Early

With six home offices and the Motion Picture Association of America closed all day today and the others suspending operations at noon, the industry is starting its holiday season a day earlier than usual this year.

Christmas parties were given yesterday by United Artists, 20th Century-Fox, M-G-M and Allied Artists. Others had informal affairs and more Yuletide events will be held today.

Reviews

"Green Fire"

(M-G-M)
(CinemaScope)

AN adventure melodrama designed to entertain large mass audiences, "Green Fire" is a conventionally plotted production with particular appeal drawn from its stars, Stewart Granger, Paul Douglas and Grace Kelly, as well as the South American location filming for which the CinemaScope cameras are admirably fitted. The story deals with a search for emeralds in the rugged, bandit-infested mountains of Colombia.

The story and screenplay, by Ivan Goff and Ben Roberts, tell of a couple of rough and tumble mining engineers, Granger and Douglas, who happen onto a long-forgotten emerald mine of the old Spanish conquistadores. They parlay their meagre capital into enough money to buy equipment to reopen the mine, which they do against the advice of the local priest and to the accompaniment of the wry interest of Miss Kelly who, with her weak-willed brother, John Ericson, runs a nearby coffee plantation.

Complications arise with troubles among the native workers and the collapsing of a mine shaft, the intervention of a venal bandit chief who wants his share of the take, and in the blooming of love between Miss Kelly and Granger. The love affair suffers a decided set-back when the opportunistic Granger induces Miss Kelly's brother, Ericson, to join in the mining operation, thus putting their feeble coffee plantation in jeopardy, both economic and geological. The "step-dig" mining technique changes the course of a river which then threatens to wash away the plantation.

All wrongs—or most of them, anyway—are set aright and true love put back on the track as a result of a smashing climactic incident involving Granger, Douglas and Miss Kelly in a mountainside battle with the bandits. The cinematic topper is the dynamiting of the whole mountain which knocks off the bandit gang, restores the river to its proper course and leaves a reformed Granger with but one path, that of coffee planter with Miss Kelly.

Director Andrew Marton has seen to it that sentimentality and the occasionally bright small-talk never get in the way of the action in the foreground. The varied colors of the backgrounds, ranging from mountain vistas to broad views of tropic rivers and adjacent villages and the activities indigenous to a coffee plantation, are beautifully caught in Eastman Color and CinemaScope. The performances fill the requirements of the script, with talent to spare in the cases of the three stars. In supporting roles are Murvyn Vye, as the bandit chief; Jose Torvay, as a mine foreman, and Robert Tafur, as the priest. Armand Deutsch produced.

Running time, 100 minutes. General classification. For January release.

"Black Tuesday"

(Goldstein-UA)

THE first United Artists release under that company's agreement with the late Leonard Goldstein production unit, now headed by Robert Goldstein, makes an auspicious beginning. Here is a tight, tough little melodrama starring Edward G. Robinson in the kind of hoodlum role which brought him fame. The picture is a very satisfactory one for adults.

The screenplay by Sidney Boehm, from his own original story, exhibits the virtues of logical progression of events, clarity of motives and ingenuity in plot detail. The story is simple: Robinson, a hated hoodlum and murderer awaiting execution in the Big House, with the help of his girl friend and some old pals, engineers a brilliant escape from the death chamber, taking with him Peter Graves, a convicted bank-robber and killer, whose loot Robinson would like to get his hands on. Holed up in a deserted warehouse, the hoodlums and their hostages, including a newspaperman, a priest and a jail guard's daughter, are besieged by the police. The ending is not hard to guess, but it comes only after some mighty grim and tense minutes of mounting suspense, to point one of filmdom's oldest morals, that money can be the root of all evil.

The picture, directed by Hugo Fregonese, gets off to a whiz-bang start with the cleverly staged prison break and hardly slows for a minute in the concise 80-minute running time.

Robinson is fine in his familiar role, alternating razor-sharp scenes of violence with a couple of unexpectedly tender moments with his battered girl friend. In the latter role, Jean Parker is excellent, turning her long-familiar beauty into the mask of an appealing, brow-beaten, eager-to-please doxy. She's a good actress and ought to be around more often. Also seen to advantage are Graves, as the hood whose heart is not so black; Milburn Stone as the courageous priest, and Warren Stevens, whose heart is very black, indeed.

Robert Goldstein, who produced, knows his action-exploitation market for which this was designed. It will pay off. The title, incidentally, refers to the day the prison summarily dispatches its toughest customers.

Running time, 80 minutes. Adult classification. December release.

Grand Rapids V. C. Elects '55 Officers

GRAND RAPIDS, Mich., Dec 23. —Martin Giaimo, manager of radio station WJEF here, has been elected chief barker of Variety Club of Grand Rapids.

Other officers elected are: William Freck, first assistant; Phil Osterhouse, second assistant; Joseph Busic, dough guy, and Clive R. Waxman, property master.

Panavision Coast Sales Meet Monday

HOLLYWOOD, Dec. 23. — First annual sales meeting of Panavision Corp. will open here on Monday, president Robert Gottschalk announced. Radiant Screen Corp. president Harry Eller and executive vice-president Adolph Wertheimer are scheduled to arrive here tomorrow to begin conferences with Panavision executives.

Bank Records Are Shown at Schine Trial

BUFFALO, Dec. 23. — Federal Judge John Knight has adjourned the Schine Theatres contempt of court trial for the Christmas holidays. It will resume Jan. 3. The recess is to enable witnesses and attorneys to spend the holidays at home. The trial opened Dec. 9.

In late developments, presidents of two Gloversville banks took the stand to identify bank records of business loans to Darnell Theatres, Inc., and other financial records of the corporation which the government has subpoenaed.

The witnesses were Leon V. Baird, president and treasurer of the Trust Company of Fulton County, and Harry Vill, president of the Fulton National Bank Trust Co. Justice Department Attorney Joseph E. McDowell, in charge of the government's case, said he didn't present the witnesses for questioning about the records but only to identify them.

Link to Schine Charged

The government contends that Darnell is an adjunct to Schine Chain Theatres, Inc., of which J. Myer Schine and Louis W. Schine, brothers, are president and operations manager, respectively. It charges that Darnell has been used by the Schine interests to continue the Schine control over certain theatres, forbidden under Judge Knight's 1949 anti trust decree.

They testified that two Schine officers had been officers of their banks. Defense attorney Frank G. Raichle objected to admission in evidence of an alleged five-page history of loans to Darnell.

William B. Mahoney, attorney for common council president Elmer F. Lux, former vice president and general manager of Darnell and president of Elmart, Inc., joined in Raichle's objections. He added that neither exhibit involves Lux. Judge Knight said he would receive the challenged exhibit for identification, but would withhold decision on the objectives.

Reopen Mass. House

HARTFORD, Dec. 23.—Perakos Theatre Associates will reopen the downtown Arcade Theatre, Springfield, Mass., tomorrow, following extensive remodeling.

Italian Card on Ill-Fated Airliner

A water - soaked Christmas greeting card was received here yesterday from Umberto Orlandi, managing director for Warner Brothers in Italy. The card had been sent on the ill-fated Italian airliner that crashed at Idlewild Airport and was addressed to Martin Quigley, Jr., editor of "Motion Picture Herald." The Post Office Department had salvaged the mail from the wreckage and forwarded it, although the writing on the envelope was barely visible.

Hearts are always young

Oldsters come—and recall, tearfully, the days of their youth. Youngsters come and find themselves heart and soul in the good old days when bicycles were built for two—and more. That's today's wide-screen entertainment as it thrills the audience—entertainment based on new technics in production, processing, projection. The Eastman Technical Service for Motion Picture Film is helping the industry master these technics. Branches at strategic centers. Inquiries invited.

and gay—*on the new, wide, wide screen*

Address: Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

U. S. Papers

(Continued from page 1)

reported, still are coming in at a rapid rate.

Other typical editorial comments include:

Toledo, O. "Times"—"Our field operatives inform us that American movies have had an enormous comeback. . . . This has the movie makers and the theatre owners much happier than they were a year ago. Indeed, it has them looking forward to bigger things, both in entertainment and business, and that is good news."

'Definite Resurgence'

Beaumont, Texas "Journal"—"Comprehensive figures on movie attendance for the first six months of 1954 show a definite resurgence of the film business."

Wilkes-Barre, Pa. "Record"—"Increased use of deep-perception films has been one of the hopes of the moving picture industry for staging a comeback after the impact of television. . . . But whatever the cause, this increase of more than one-third in so short a period is one of the most striking in the history of the movie business."

Rochester, N. Y. "Democrat & Chronicle"—"Not so long ago, the movies appeared to be following the dodo toward extinction. Not so now. Figures are in on an amazing about-face in the industry . . . the general quality level has soared sky-high."

'Despite Boom in TV'

"New York Mirror"—"Paradoxically, perhaps, the movie industry is showing signs of robust health despite the boom in TV set sales. Box office receipts are up—proof, we think, of two things: That the motion picture makers are turning out a generally superlative product and that Americans are learning to 'live with TV,' take it in their stride."

Drive-ins

(Continued from page 1)

$50,000. New improvements, such as in-car heaters, add at least another 20 per cent, it is claimed.

As one drive-in operator said, "The day of the small outdoor theatre has passed, and so is the day of the moderate investment. The modern drive-in is grossing more in both box-office returns and concession volume, which indicate that patrons are making more demands on the operators than they did a few years ago. However, the added size of the unit makes larger grosses possible."

Radio and TV Drive For 'The Big Combo'

A special television and radio campaign has been set for Allied Artists' "The Big Combo," starring Cornel Wilde, Jean Wallace and Richard Conte, which goes into national release on Feb. 13.

At the same time, plans are being made for Wilde and Miss Wallace, if their film commitments permit, to make personal appearances with the opening of the picture in all principal cities.

The format for the TV and radio campaign, is similar to that which was successfully employed in launching Walter Wanger's "Roit In Cell Block 11" and "The Human Jungle," which Hayes Goetz produced.

Hollywood

By Samuel D. Berns

INCIDENTALLY: Hollywood Foreign Correspondents greeted Otto Preminger on his return from India with a surprise plaque for "Carmen Jones." . . . The Mike Curtiz Christmas Eve birthday party just happens to coincide with the national release date of Paramount's "White Christmas." . . . According to an SAG report, actors earning up to $15,000 yearly are getting close to 45 per cent of their income from TV films and filmed commercials. . . . Richard Quine's "So This Is Paris" megging for U-I prompted Harry Cohn into signing him to a long-termer. . . . Texas towns are bidding for the right to offer location hospitality to Henry Ginsberg and George Stevens during the shooting of Edna Ferber's "Giant." . . . Kurt Neumann, just back from Europe, will stay around for the holidays and the openings of Lippert's "They Were So Young" before checking back to the Continent to direct "Star of Rio."

□ □ □

1955 will wind up a seven-year hitch at U-I for Tony Curtis. Tony will branch out with his own company, but will no doubt pledge allegiance to the studio for at least one a year. . . . Joanne Jordan's commercial spots for Hazel Bishop on This Is our Life won her a co-starring role at Republic in "I Cover the Underworld." . . . Victor Young completed scoring the music for Herbert Yates' "Timberjack," pogo'd to Paramount to pre-record the songs for Pat Duggan's version of the "Vagabond King," while Bakaleinikoff was conducting Young's musical score for RKO's next biggie, "The Conqueror" at the lot next door. Still looking for that answer on how to stay Young. . . . Sam Bischoff is almost ready with a budget breakdown on Crane Wilbur's final shooting script, "The Phenix Story," for the producer's first at Allied Artists.

□ □ □

Phil Waxman is angling for all those "Shane" customers with his new UA "Pistolero" package starring Jack Palance. . . . Joy Houck and Francis White, those two exhibitor gentlemen from the South, will be back in February for another production fling with "Buckskin Lady." . . . With all that activity going on in the Hecht-Lancaster camp, it's no wonder they bought the William Morris Bldg. in Beverly Hills. They'll move in when the agency moves into its own newer building quarters in April. Burt should be able to buy the whole block by then. . . . Doris Day has her Arwin Productions off to the races with "Young At Heart," and is moving right into preparation for her semi-auto-biographical musical "Rhythm and the Blues." . . . Frank Seltzer is back in action with the newly formed Sabre Productions. Vic Orsatti and director Joe Newman are partnered in the unit.

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Dana Andrews' keynote address at Sportsmen's Club dinner helped raise close to $200,000 for the City of Hope and earned him the "Nurse of Mercy" award from the National Medical Foundation. . . . Anthony Mann's director contract is money in the bank for Columbia. . . . The King Brothers' budget on "The Boy and the Bull" to be filmed in Madrid, includes taking Hollywood restaurateur Lon Sternberger to set up a traveling commissary to feed 500 during the 60-day schedule. . . . Keefe Brasselle will canter to the Columbia lot for the shooting of his Frankie Laine co-starrer" "Here Comes the Bride." . . . The TV watchers will catch a closeup of Dale Evans and Roy Rogers in the New Year's Day "Tournament of Roses" parade from Pasadena. . . . Bill Lundigan is carving a new career for himself in TV with Chrysler paying him $1,750 weekly for 46 weeks to announce the product—plus two new Chrysler cars every year, for him and the Mrs. And, complete yearly wardrobe.

AA and Consolidated Close Hawaii Deal

SAN FRANCISCO, Dec. 23.—Mel Hulling, co-owner of Allied Artists' West Coast franchise, and Harold Wirthwein, western division sales manager, have closed a deal for the company's entire 1954-55 product with Consolidated Amusement Co., which operates theatres in the Hawaiian Islands.

Cold Wave in Tenn. Hits Yule Grosses

NASHVILLE, Dec. 23.—The 75 theatres of Crescent Amusement Co. as well as the rural Rockwood houses are not enjoying the expected Christmas business, a situation caused principally by a cold wave in which temperatures are averaging 10 degrees below normal for the season. Drive-ins are particularly hard hit.

Pre-releases

(Continued from page 1)

in Chicago in AB-PT affiliate theatres.

The film companies that took the unconventional step of releasing their big pictures immediately before the holidays were praised by Hyman for their boldness, a boldness, he added, which has paid off. Expressing hope for future progress in the same direction next year, Hyman contended that it is unwise for each company to hold their product back for so-called top seasons, hoping to reach the ultimate in grossing potential. With each company pursuing such a course, he contended, "the patron cannot possibly go into 10 theatres at one time."

In addition, Hyman argued, the theatre loses patronage weeks before the on-rush of top product and it takes the theatre quite a while to break the momentum of not going to see films.

Two Films Cited

A seasoned Broadway manager here appeared to support Hyman's contention. He pointed to the strong openings of "The Country Girl" and "There's No Business Like Show Business" at the Criterion and Roxy respectively in this pre-Christmas period. The advantage of such openings, he argued, is that the strong business done in the pre-Christmas period is accentuated by the holidays. He posed this situation in contrast to the cricumstances surrounding a Broadway house with a weak picture, or a long hold-over, conditions, said he, which result in a comparative empty house before the holidays.

25-Year Club

(Continued from page 1)

25-year service pins and scrolls citing their loyalty and devotion to Paramount.

The employes who will be inducted are as follows: Mary R. Marmion, home office playdate department; Alwin Beers and Charles Rapp, Long Island laboratory; Ralph Amato, Anna R. Andersen, August Keuhn, Paul Pagano, Stanley W. Phillips, Robert Shields and Murray Wacke, all of the Paramount News laboratory; George Fineman and George E. Westbrook, Paramount News; Leopold Weiner, Paramount International Films, Inc.; George A. Barry and Catherine E. Moore, legal department; Mary A. Mahoney, budget & statistical; Baruch Negrin, projection; Robert R. McKeown and Albert E. Michel, messenger & reception; Arthur L. Clements and Charles Urling, janitorial & maintenance; Richard Bennett and John M. Fuchs, accounting; Hiller Innes, production; Constance Bachmann and John Cicero, advertising-publicity, and John A. Hammer, Chromatic Television Laboratories, Inc., Emeryville, Cal.

Also, Eugene Newman and George M. Perry, New York branch; Viola M. McKosky, Albany; John W. Brown, Margaret T. Cleary, Evelyn M. Hollis and Horace O. Lewis, Boston; Richard F. Carroll, Anna C. Fitzpatrick, Margaret F. McKinnon and William F. Nutile, New Haven; Gordon Bradley, Atlanta; Jack E. Thompson, Detroit; Grace M. Benitz, Pittsburgh; Ida Green, Washington; Olivia C. Kennedy, Chicago; Louise C. Pfarrer, Indianapolis; Ernest B. Lund and Forrest C. Myers, Minneapolis; Tom W. Bridge and M. Ethel Hodge, Dallas, and Henry T. Bahner, Earl G. Gardner and William W. Sharpe, St. Louis.

Estimates Scope

(Continued from page 1)

pictures in preparation and this includes some co-productions between the two countries.

Regarding the oil situation at 20th-Fox studios, Skouras stated "we are happy to report the successful completion of the third oil well. . . . The fourth well was commenced Nov. 18 and is now at a depth of 6,600 feet."

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 122. NEW YORK, U. S. A., MONDAY, DECEMBER 27, 1954 TEN CENTS

EDITORIAL

The Future of Program Pictures

By Sherwin Kane

PERHAPS one of the sharpest cleavages in industry views to develop in many a month is that which has been in evidence for some time over the practicability of continued production of low budget films, or program pictures.

The industry's largest producers-distributors say they are convinced that such pictures cannot be produced profitably in today's market and at today's general level of costs.

More, they assert that such pictures were responsible for large losses in operations when they were being produced and that, since their elimination in favor of quality in place of quantity, red ink has been turned to black—and plenty of it—and customers have been drawn away from television sets in the homes to theatre seats all over the land.

There is a radically opposite view throughout not only exhibition but also in sound and solid producer and distributor areas.

The dissenters contend that there is a genuine economic place and need for the program picture in the operations of virtually all theatres in medium and small-size cities and in metropolitan neighborhoods.

Many such situations, they believe, cannot exist for long without the program picture and the industry, as now constituted, cannot exist for long without the small city and neighborhood theatres.

There is a real demand among patrons of such theatres for the program fare and that demand

(*Continued on page 2*)

Wants More Films

Rosen Scores Fewer-Bigger Studio Policy

By MARTIN QUIGLEY, Jr.

The fewer, but bigger pictures approach of many producers-distributors to the product problem is attacked as fallacious by Sam Rosen, vice-president of Stanley Warner.

Sam Rosen

Viewing the problem in terms of industry as a whole, Rosen warned that the medium-sized cities throughout the country cannot support the bigger-but-fewer production policy. And without those cities, he continued, the motion picture industry in the long run cannot exist.

Rosen, interspersing his remarks

(*Continued on page 3*)

Networks Disagree on Color TV Status

RCA and CBS officials predicted a huge increase in the production of color television sets in 1955, while ABC and DuMont expressed doubts that color-TV will become "economically feasible" next year.

These network forecasts of the status of color television are made in

(*Continued on page 3*)

U. A. Board Chairman

CALLS FOR MORE 'SMALL' PICTURES

Benjamin Backs Exhibitors' Stand; Sees Biggest Market Today for 'Biggest' Films But Says Public and Theatre Needs Both

By MURRAY HOROWITZ

The contention of many producers and distributors that there no longer is a market for low-budget pictures was strongly rejected last week by Robert S. Benjamin, chairman of the board of directors of United Artists.

Robert Benjamin

Benjamin emphatically expressed the opinion that in today's market what is needed is both "big," expensive pictures and low-budget productions. Benjamin thus sided with the great majority of exhibitors, who make the same contention.

The UA board chairman prefaced his remarks with the statement that UA in 1955 will have one of its big-

(*Continued on page 5*)

BO Tradition Upset in Chi.

Special to THE DAILY

CHICAGO, Dec. 26.—Both Loop and neighborhood theatres here experienced one of their best pre-Christmas business weeks on record, in the past seven-day period, tabulations over the weekend revealed.

The reaction of many of the showmen is that there need not be any seasonal or periodic lulls for theatres when the product is strong and there is enough of it to go around.

Most Loop theatre operators reported business for last week as "excellent," contrasted with traditional experience with pre-Christmas weeks which found business in the doldrums as families concentrated on shopping and other preparations for the holiday, and before most schools had closed.

Several neighborhood operators reported a 40 per cent increase in business last week, whereas in previous

(*Continued on page 3*)

3 Cartoon Features By Hecht-Lancaster

From THE DAILY Bureau

HOLLYWOOD, Dec. 26.—Hecht-Lancaster Corp. announced completion of arrangements by which H-L will finance and arrange for distribution of three full-length color cartoon features to be produced by United Productions of America.

First to be produced is James Thurber's "White Deer," which Stephen Bosustow will produce with Robert Cannon directing. These two men won Academy Awards for their UPA "Gerald McBoing Boing."

H-L association with UPA is in line with the recently announced Hecht-Lancaster policy to include other independent productions and producers under their corporate banner.

Sees 1955 As 'One of Greatest Years'

A forecast that 1955 will be "one of the greatest years" for the motion picture business was made here at the weekend by Sam Rosen, vice-president of Stanley Warner.

Rosen, in his optimistic prediction, paid his respects to home television for keeping the motion picture industry on its toes, stimulating the industry to turn out better product and adding new techniques. Another factor, Rosen continued, is the virtual "saturation" point reached in the construction of new TV stations.

However, he added, television should and can be used by the industry to exploit and promote motion pictures profitably.

HAROLD HECHT presents
GARY COOPER ★ BURT LANCASTER
"VERA CRUZ"
thru UA
in SUPERSCOPE COLOR BY TECHNICOLOR
ADVERTISED IN THE DEC. 26 ISSUE OF
METRO Sunday COMICS
For more than 48,000,000 readers to see!

Personal Mention

GEORGE D. BURROWS, Allied Artists executive vice-president and treasurer, has arrived in New York from the West Coast.

•

JOHN HALAS and JOY BATCHELOR, cartoon producers, will arrive in New York from London to attend the premiere of Louis De Rochemont's "Animal Farm" at the Paris Theatre here on Wednesday.

•

HOWARD A. KALMENSON, son of Ben Kalmenson, Warner Brothers vice-president, was married to Miss Lili Rose Brunner of New Rochelle, N. Y.

•

SEYMOUR SIMON, industry attorney in Chicago, has announced that he will be a candidate for alderman of the 40th ward.

•

MITCHELL LITTLE, former office manager for Republic Pictures in Charlotte, has joined the sales staff of Southeastern Theatre Equipment Co.

•

CHARLES COOPER has been named distributor for Broadway Road Show Productions for the Chicago, Indianapolis and Milwaukee territories.

•

M. C. MOORE is the new owner of the Lake Theatre in Jacksonville.

•

DORIS MOORE of Howco Films in Atlanta has resigned to move to Miami.

TV is Blamed for Ottawa Closings

TORONTO, Dec. 26.—The Canadian Repertory Theatre, which has presented stage productions for five years in the LaSalle Playhouse, Ottawa, has announced that it will cease operations on Jan. 2. Previously two independent neighborhood film theatres had been closed.

In making the CRT announcement, president Charles Southgate stated: "This is the first year that all forms of entertainment in Ottawa have felt the impact of government-subsidized entertainment in the form of television."

The repertory company had always received generous newspaper support but deficits had piled up.

Mexico Plans 15 Wide Screen Films

MEXICO CITY, Dec. 26.—At least 15 pictures will be made wide screen and in color next year in Mexico, Cesar Santos Galindo, manager of the Churubusco studios here, announced.

Churubusco takes delivery soon of $150,000 worth of wide screen color picture making equipment it bought in the U.S. The Ministry of Finance, to help the establishment of that picture production system in Mexico, exempted this lot from import duties, which are very heavy on that material.

Expect 7,000,000 TV Set Sales in 1955, Says the RETMA

WASHINGTON, Dec. 26.—Television sales this year will hit a record 7,000,000 sets, according to a year-end review by Max F. Balcom, chairman of the board of directors of the Radio-Electronics-Television Manufacturers Association.

The previous peak was 6,370,500 in 1953. Exact figures for 1954 will not be available for several weeks, but Balcom said it seemed safe to predict that 1954 retail sales will be "about 7,000,000 units, perhaps more."

Factory Production Off

Factory production of TV sets for the year will be slightly above 7,000,000 Balcom said, but added this would be about 400,000 short of the 1950 record of 7,463,800 TV sets manufactured and also under the 1953 output of 7,215,827. Set production hit record heights this past fall, but the total for the year was not a record due to low output in the first half of the year.

Balcom said he "confidently expected" another good year in 1955, with the industry's total revenue equalling and possibly exceeding that of 1954. He said he expected a mild decline in black and white TV set sales, but that this would be more than offset by a substantial rise in production and sale of color TV sets.

25,000 Color Sets Made

Other highlights of the Balcom statement were these:

The first commercial sales of color TV sets took place in 1954, but only about 25,000 receivers were actually produced during the year;

Radio receiver production and sales declined substantially from 1953 levels;

The industry will fight in Congress in 1955 to reduce from 10 per cent to 5 per cent the excise tax on radios and black and white television sets and to remove the tax entirely on color TV sets.

Col. Signs Yordan

Philip Yordan, playwright, screen writer and producer, who wrote and produced "Anna Lucasta" for Columbia and more recently has "Detective Story" and "Naked Jungle" among his writing credits, has been signed to a writer-producer contract at Columbia, executive producer Jerry Wald announced.

Program Pictures

(Continued from page 1)

can and should be satisfied profitably for both theatre and producer-distributors, the contra side argues.

In adjoining columns in this issue, Motion Picture Daily presents some of these latter views held by well known, "solid" industryites. In subsequent issues, we hope to present more views, from both sides, in the belief that full discussion of the subject may help resolve the question more speedily and satisfactorily for all concerned.

Certainly, the exhibitor viewpoint in support of increased rather than decreased production of program pictures is deserving of the most serious consideration.

They are backing their convictions today with their money and playdates in hopes of taking up the slack as quickly as possible in the production and delivery of program pictures.

THE DAILY invites correspondence on the subject from advocates on both sides of the question.

Theatre Staffs Get Christmas Eve Off

HARTFORD, Dec. 26.—This is really observing a holiday:

Sampson-Spodick-Bialek Theatres disclosed its first-run Lincoln, New Haven, would be closed Wednesday through Friday of last week "so that the staff may be at home with their families."

A number of independent circuits, notably Lockwood & Gordon, closed suburban houses around the state on Christmas Eve.

Evelyn Atkinson, 54

SEATTLE, Dec. 26.—Mrs. Leroy M. DeHan, 54, who as Evelyn Atkinson was a well known stage and screen actress in the 1920's, died in Seattle after a brief illness. She was native of Yankton, S. D.

Holdovers May Mean No Replacement

Special to THE DAILY

PORTLAND, ORE., Dec. 26.—While holdovers have been the rule rather than exception at Portland first run theatres of late, it has not always meant that the "draw" has been good or sustained. As often as not nowadays, the explanation, insofar as the exhibitors are concerned, at least, is that ole debbil Product Shortage.

Some theatre operators also complain that when top quality, new releases are offered, the asking terms for them are so steep the theatre must think twice and figure several times before contracting for them. And after that, bargain long.

Meanwhile, the "holdover" extends its run.

There are no denials, though, that when the big ones finally are booked and opened, business is something.

All of Paramount's VistaVision Cameras Are Now in Work

HOLLYWOOD, Dec. 26.—Paramount's one-day production cost for tomorrow is estimated at $200,000 as the studio hits its preparation peak for the past 10 years. All of the 14 VistaVision cameras on the lot will be in action today on six shooting units, and three large units are in rehearsal.

Every stage on the big lot is occupied in filming, rehearsals or set construction, and work goes forward on Cecil B. DeMille's "The Ten Commandments" and other pictures slated for next year. Paramount during the current period is as busy on its all-VistaVision program of pictures as it was years ago when it turned out 50 or more pictures a year. The difference is that the current pictures are bigger, the studio said.

VistaVision cameras are in use for two units of Danny Kaye's "The Court Jester"; "You're Never Too Young," starring Dean Martin and Jerry Lewis; Fred Brisson's "The Girl Rush"; William Wyler's "The Desperate Hours" and Hal Wallis's "The Rose Tattoo." Rehearsing and pre-recording is "The Vagabond King," with Victor Young as music director and Kathryn Grayson and Oreste Kirkop starred.

Katzman to Produce 15 for Columbia

HOLLYWOOD, Dec. 26.—Sam Katzman's Clover Productions program for Columbia Pictures will consist of 15 feature films in 1955, seven in color by Technicolor and the balance in black and white.

Katzman has already selected the first six properties and will announce nine more in January. The first six are: "Jail Bait," a story of juvenile delinquency; "Ten Nights in a Harem," adventure story; "The Houston Story," dealing with the background of oil strikes in Texas; "The Attack of the Flying Saucers," a science fiction subject; "Inside Detroit," a police yarn; and "Blackjack Ketchum, Desperado," the real-life story of one of the West's famed badmen.

New Type Raw Stock Used in Col. Film

LONDON, Dec. 26.—A new British black and white film stock, being used for the first time on Columbia's "The Prisoner," co-starring Alec Guinness and Jack Hawkins and being produced here by Sydney Box and Vivian Cox, may revolutionize black and white photography, according to director Peter Glenville.

Glenville is shooting a great part of the film in low-key lighting in order to obtain special deep-focus effects, and he states the new Ilford "series 3" stock being used is producing "wonderful results."

"It has enabled us to achieve effects never believed possible with so little lighting," said Glenville, and cited "tremendous savings."

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Rosen Scores

(*Continued from page* 1)

with expressions of understanding of the problem of producers, went on to cite the experiences of Stanley Warner houses in such medium-sized cities as Reading and Scranton, Pa. Rosen acknowledged that theatres in such communities can extend their playing time for the big pictures but, he added, when "you extend the running time from 10 days to four weeks it no longer is profitable."

Asked if in his opinion the product shortage has eased in the past few months, Rosen replied in the negative.

"I've seen too many theatres in the last 30 days playing reissues," he declared, adding that he's had to close a number of SW houses for lack of product.

Sounded out on the needs of theatres regarding low-budget pictures. Rosen contended that the budget has nothing to do with the draw of a picture, pointing to "Hitler's Children" as an example of a modestly-budgeted picture which did extremely well at the box-office.

Like every other business engaged in merchandising, the motion picture industry needs all types of pictures, the big, the small, the medium, he said. However, he warned, "today's public will not respond to a 'quickie,' as differentiated from a well-thought out production" irrespective of cost.

Questioned as to what he proposed as a solution of the product problem, Rosen replied that SW is doing everything it can to encourage all producers, in addition to welcoming the advent of new firms and plans which will increase production.

Networks Disagree

(*Continued from page* 1)

the new "Predictions for '55" issue of "Look" Magazine.

"Color will shine on 350,000 television sets by the end of 1955," officials from RCA-NBC predicted in "Look."

At the same time, CBS-Columbia revealed that its color-set production alone will multiply ten times from 1954's 30,000 sets to 250,000 or 300,000 sets in 1955.

In the face of the optimistic outlook of the two largest networks, DuMont revealed in "Look" that it "doubts that the entire industry's production will exceed 100,000 color sets in 1955."

The ABC network predicted "it will take four years for color to replace black-and-white, set for set."

B. O. Tradition

(*Continued from page* 1)

years they had figured they might as well close for the week and save heating bills, for all the business they expected to do, and usually did.

On the basis of last week's experience, all are expecting records to be broken and new ones set.

IMPDA Luncheon Today

The luncheon of the Independent Motion Picture Distributors Association at which the annual Joseph Burstyn Award will be presented to "Gate of Hell" will be held at Rosoff's Restaurant, here today.

Happy Days Are Here Again

TYPICAL holiday throngs, at left, shown waiting in line that winds over a five-block course from the entrance to Radio City Music Hall here, through Rockefeller Center. The scene is repeated annually during the Christmas to New Year's holiday week. Huge crowds simultaneously storm other Broadway and Times Square area theatres seeking holiday entertainment, and the scene is repeated in many other cities across the land.

After the slack week before Christmas, attendance began to pick up Saturday afternoon, continued strong yesterday and is expected to set all-time records throughout the remainder of this week in first run houses in all large cities.

'Man from Mars' Says

Product Was Year's Most 'Significant Factor'

The most significant factor at work in the industry this year was the product shortage and the most important single event was, perhaps, the tax victory. But it was the shortage of films which will have the most marked effect on all aspects of the industry in the next 12 months.

These observations were made in the current issue of "Motion Picture Herald" in an article titled "Little Man From Mars Looks at 1954—Is Bullish." Referring to the "little man" as the Herald's correspondent on the red planet, the article quotes him as saying he is "very bullish about the industry this year-end."

In part, the article says:

"The product shortage, he continued, with the expert's impatience at having to recount well known fundamentals, grew directly out of all the hubbub, excitement and uncertainty which followed the introduction of the new screen techniques in 1953.

Cites Makelim Plan

"The primary effects, he said, of the decline by 22 per cent of the number of feature films offered by the major companies were the formation of new production companies in which exhibitors are playing a major part. He mentioned the announcement in April of producer Hal Makelim's plan for the production of 12 films to be financed in large measure by advances on exhibitor rentals. 'Since April,' said the Martian, 'Mr. Makelim has criss-crossed back and forth across the country, speaking to Allied States-sponsored meetings, running up more mileage than I have! It appears, however, that he now has enough exhibitor contracts to proceed.'

"Also mentioned was the formation in August of Distributors Corporation of America, by Century Theatres' head, Fred Schwartz. 'I see by the papers,' said the Martian, 'that the company already has its first release, "Hunters of the Deep" in the theatres, shortly to be followed by the CinemaScope production, "Long John Silver," and several others now shooting or in last stages of preparation. Nice work.' Awaited with keen interest, he said, will be the first production, "The Naked and the Dead," from the unit formed in August by William Goldman, head of William Goldman Theatres of Philadelphia, and Paul Gregory, a young man with large fame as a theatrical producer.

Gives Credit to TOA

"Members of Theatre Owners of America were not just idling away the time either. Following their November convention in Chicago, the Exhibitors Film Financial Group, Inc., was formed with capitalization at $1,000,000 to sponsor independent production for the hungry theatres. Like the Makelim plan, this group offers membership to any exhibitor no matter what his affiliation.

"The little analyst, too, took note of

(*Continued on page* 5)

People

Joe Swedie, International Harvester employe who spends most of his salary on taking a projector to Chicago hospitals to entertain sick kids, is the subject of a "Saturday Evening Post" article by **Joe Bell.** Swedie recently was cited by the Variety Club of Illinois.

¤

A. P. Waxman has been named to handle the national publicity, exploitation and advertising for Carroll Pictures' "Princess Cinderella."

¤

Michael Masselli, former manager of the Plainfield Theatre, Plainfield, Conn., has taken over the operation of the Baltic Theatre, Baltic, Conn., owned by **Ed Lord** of Norwich.

¤

Irwin Lang has been added to the Walt Disney Productions booking staff in Chicago.

¤

Donald D. Summerville, manager of the Prince of Wales Theatre in Toronto, has been elected an alderman on his first bid for a seat on the City Council.

¤

Charles Laughton will be the guest of honor at a luncheon sponsored by the Franklin Institute in Philadelphia on Jan. 18. He is the first non-scientist to receive a life membership to the group.

¤

Al Rook, owner of the Film Booking Office in Atlanta, is opening a Jacksonville branch early in 1955.

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

TONIGHT'S THE NIGHT
(Color)
David Niven
Barry Fitzgerald
Yvonne DeCarlo
C—88 min.
(Rev. 11/16/54)
(Release 12/19/54)

PORT OF HELL
Dane Clark
(Release 12/5/54)

BOWERY TO BAGDAD
Leo Gorcey
Huntz Hall
Bernard Gorcey
Joan Shawlee
64 min.
(Release 1/2/55)

RIDER OF RUBY HILLS
Zachary Scott
Carole Matthews
Dick Foran
71 min.
(Release 1/16/55)

BIG COMBO
Cornel Wilde
Jean Wallace
Richard Conte
Brian Donlevy
89 min.
(Release 1/30/55)

COLUMBIA

(Dec. Releases)

PHFFFT
Judy Holliday
Jack Lemmon
Jack Carson
Kim Novac
C—88 min.
(Rev. 10/20/54)

THEY RODE WEST
(Color)
Robert Francis
May Wynn
Donna Reed
Phil Carey
(O—84 min.)
(Rev. 10/21/54)

(Jan. Releases)

THE VIOLENT MEN
(Color)
Glenn Ford
Barbara Stanwyck
Edward G. Robinson
96 min.
CS-Ss, Ms or Os

THE BAMBOO PRISON
Robert Francis
Dianne Foster
Brian Keith
D—80 min.
(Rev. 12/15/54)

MASTERSON OF KANSAS
(Color)
George Montgomery
Nancy Gates
James Griffith
O—73 min.
(Rev. 11/22/54)

LIPPERT

A RACE FOR LIFE
Richard Conte
Mari Aldon
George Coulouris
69 min.
(Release 12/10/54)

THE BLACK PIRATES
(Anscocolor)
Anthony Dexter
Lon Chaney
Martha Roth
Robert Clark
74 min.
(Release 12/24/54)

THEY WERE SO YOUNG
Scott Brady
Raymond Burr
Johanna Matz
(Release 1/7/55)

THE SILVER STAR
Edgar Buchanan
Marie Windsor
Lon Chaney
(Release 7/21/55)

M-G-M

CREST OF THE WAVE
Grace Kelly
Jeff Richards
D—90 min.
(Rev. 11/12/54)
(Release 12/3/54)

DEEP IN MY HEART
(Color)
Jose Ferrer
Merle Oberon
Helen Traubel
Walter Pidgeon
(Rev. 12/1/54)
(Release 12/24/54)

GREEN FIRE
(Color)
Stewart Granger
Grace Kelly
Paul Douglas
John Ericson
D—100
(Rev. 12/24/54)
(Release 1/55)
CS-Ms, Ps or Os

BAD DAY AT BLACK ROCK
(Color)
Spencer Tracy
Robert Ryan
Ann Francis
John Ericson
D—81 min.
(Rev. 12/15/54)
(Release 1/55)
CS-Ms, Ps or Os

PARA.

(Dec. Releases)

THREE RING CIRCUS
(Color)
Dean Martin
Jerry Lewis
Joanne Dru
Za Za Gabor
C—104
(Rev. 10/21/54)

THE BRIDGES OF TOKO-RI
(Color)
William Holden
Grace Kelly
Fredrick March
Mickey Rooney

REPUBLIC

TOBOR THE GREAT
Charles Drake
Karin Booth
SF—77 min.—(5309)
(Rev. 8/31/54)
(Release 9/1/54)

THE SHANGHAI STORY
Ruth Roman
Edmond O'Brien
D—90 min.—(5311)
(Rev. 9/24/54)
(Release 9/1/54)

TROUBLE IN THE GLEN
(Color)
Margaret Lockwood
Orson Welles
Forrest Tucker
D—91 min.
(Rev. 11/26/54)
(Release 12/1/54)

THE ATOMIC KID
Mickey Rooney
Robert Strauss
Elaine Davis
Bill Goodwin
C—86 min.
(Rev. 12/13/52)
(Release 12/8/54)

HELL'S OUTPOST
Rod Cameron
Joan Leslie
Chill Wills
John Russell
90 min.
(Release 12/15/54)

RKO

HANSEL AND GRETEL
(Color)
Kinemins
75 min.
(Rev. 10/7/54)
(Release 12/54)

THE AMERICANO
(Color)
Glenn Ford
Ursula Thiess
Frank Lovejoy
Cesar Romero
Abbe Lane
(Release 12/54)

UNDERWATER!
(Color)
Jane Russell
Gilbert Roland
Richard Egan
Lori Nelson
(Release 1/55)

TARZAN'S HIDDEN JUNGLE
Gordon Scot
Vera Miles
(Release 1/12/55)

20TH-FOX

(Dec. Releases)

CARMEN JONES
(Color)
Dorothy Dandridge
Harry Belafonte
Pearl Bailey
M—107 min.
(Rev. 9/30/54)
CS-Ss, Ms or Os

THE OTHER WOMAN
Hugo Haas
Cleo Moore
D—81 min.
(Rev. 12/14/54)

DEVILS HARBOR
Richard Arlen
. Greta Gynt
Mary Germaine
D—71 min.
(Rev. 12/15/54)

(Jan. Releases)

PRINCE OF PLAYERS
(Color)
Richard Burton
Maggie McNamara
D
CS-Ss, Ms or Os

THERE'S NO BUSINESS LIKE SHOWBUSINESS
(Color)
Marilyn Monroe
Ethel Merman
Dan Dailey
Donald O'Connor
Mitzi Gaynor
Johnny Ray
(Rev. 12/8/54)
CS-Ss, Ms or Os

UNITED ARTISTS

(Dec. Releases)

VERA CRUZ
(Color)
Gary Cooper
Burt Lancaster
D—94
(Rev. 12/22)
SA

ROMEO AND JULIET
(Color)
Lawrence Harvey
Susan Shentall
D—140 min.
(Rev. 12/17/54)

THE STEEL CAGE
Paul Kelly
Maureen O'Sullivan
D—80
(Rev. 10/28/54)

(Jan. Releases)

BLACK TUESDAY
Edward G. Robinson
Peter Graves
Jean Parker
D—80 min.
(Rev. 12/24/54)

THE BEACHCOMBER
(Color)
Glynis Johns
Robert Newton
Donald Sinden
D—82 min.
(Rev. 12/23/54)

BATTLE TAXI
Sterling Hayden
Arthur Franz
Marshall Thompson
D

UNIV.-INT'L

(Dec. Releases)

THE YELLOW MOUNTAIN
(Color)
Lex Barker
Mala Powers
O—87 min.
(Rev. 11/23/54)

THE SIGN OF THE PAGAN
(Color)
Jeff Chandler
Jack Palance
Rita Gam
D—92 min.
(Rev. 11/9/54)
CS—Ss

(Jan. Releases)

SO THIS IS PARIS
(Color)
Tony Curtis
Gene Nelson
Gloria DeHaven
Corinne Calvert
M—96 min.
(Rev. 11/16/54)

DESTRY
(Color)
Audie Murphy
Mari Blanchard
Lyle Bettger
Lori Nelson
O—95 min.
(Rev. 12/6/54)

WEST OF ZANZIBAR
(Color)
Anthony Steel
Sheila Sim
D—94 min.
(Rev. 12/7/54)

WARNERS

(Re-release)
SARATOGA TRUNK
Gary Cooper
Ingrid Bergman
Flora Robson
D—135 min.
(Rev. 11/9/54)
(Release 12/11/54)

(Re-release)
THE BIG SLEEP
Humphrey Bogart
Lauren Bacall
Martha Vickers
Dorothy Malone
D—114 min.
(Rev. 8/13/46)
(Release 12/11/54)

YOUNG AT HEART
(Color)
Doris Day
Frank Sinatra
Gig Young
Ethel Barrymore
M—121 min.
(Rev. 12/15/54)
(Release 1/1/55)

A STAR IS BORN
(Color)
Judy Garland
James Mason
Jack Carson
M—154 min.
(Rev. 9/29/54)
(Release 1/22/54)
CS-Ss, Ms or Os

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

Product

(Continued from page 3)

efforts made by the Hollywood side to increase production, including the announcements from Warners, Columbia and especially United Artists as to their present and future financial investments in independently produced films. Most heartening, he said, was the ever continuing evolution of Allied Artists into the ranks of major suppliers.

"The Martian, who sometimes employs one of his three eyes watching television (he listens to radio through his molars), commented, 'I say, boy, I say that company is growing!' Almost as an aside he said he liked the efforts of the Collier Young-Ida Lupino Filmakers company and wished the Justice Department would let National Theatres get into the producing field.

Likes New Techniques

"Switching to the subject of the screen techniques introduced in 1954, the man from outer space crossed his knobby knees and grew almost phosphorescent. The subject is one of his favorites. 'Even here,' he said, 'the product shortage caused by the titanic 1953 innovations played a part, dictating, as it were, that each of the techniques introduced in 1954 be compatible, to allow as many exhibitors as possible play the product no matter what their equipment. I refer, of course, to VistaVision, Perspecta Sound and SuperScope.'

"The existence of Paramount's VistaVision was first hinted at—while still unnamed—in a dispatch from A. W. Schwalberg on the coast in January. Great things were promised and were eventually realized in the first demonstrations in March of the double-frame, horizontal camera technique, designed to give the greatest clarity and definition to—in Barney Balaban's words—'the largest picture in height and width.'

Points to Music Hall

"The new process, compatible with any projector and screen anywhere, got off to a tremendous start with the debut of 'White Christmas' at the New York Music Hall in October, which at this writing promises to be one of the biggest money makers in Paramount history. He pointed out, that the Music Hall showing utilized for the first time a 'horizontally printed' film.

"Perspecta stereophonic sound was the move toward compatibility in sound techniques. First announced as 'Perspect-A Sound' by Loew's International in January, it turned out to be a single track optical system which could be played 'directionally' in conjunction with an integrator and appropriate amplifiers and speakers, or in the conventional single-horn manner. First adopted by MGM for its overseas product, Perspecta soon was made the order of things for all MGM product, as well as Paramount product and eventually that of Warners.

SuperScope Activity Growing

"SuperScope, developed by Joseph and Irving Tushinsky at the RKO studios and first demonstrated on the coast in February, is a two-part system in actuality. The first part consists of a method of making anamorphic prints from negatives shot in the conventional manner. The second part is a variable anamorphic projector lens that can be used with all anamorphic prints having ratios up to 3 to 1. Compounding SuperScope's compatibility, the brothers Tushinsky announced in October that SuperScope prints, which will have a 2 to 1 ratio, will be so printed that they can be projected without distortion through the CinemaScope projection lens which ordinarily presents a picture in the ratio of 2.55 to 1. The first picture in SuperScope will be United Artists' Christmas release, 'Vera Cruz' to be followed by RKO's 'Underwater!'

Enthusiastic Regarding 'Scope

"The Martian was ecstatic in talking about 20th-Fox and what it had achieved by CinemaScope's first birthday in September. At that point 11,000 theatres in 40 countries were equipped to show CinemaScope films and the rentals on the first 17 CinemaScope attractions were expected to reach $62,000,000 by the end of the year.

"Before touching on the subject of trade practices and malpractices in 1954, the little man from Mars mentioned Michael Todd, whom he always has regarded as a 'colorful' character. 'Don't forget,' said the creature, hitching up one drooping antenna, 'that Mr. Todd has now completed shooting 'Oklahoma!' the first production in the Todd-AO process, and that it will have its premiere at the Rivoli in New York in March.

"The Martian analyst turned a little blue in discussing the unhappy trade practice situation, another result of the product shortage and what he thought of as the seller's market. He too had heard the rumblings out of West Virginia in August and sympathized with the situation which had prompted the Allied board to direct Abram F. Myers, general counsel, to draw up the bill for Federal regulation of the industry.

"He hoped, however, that something would come of the industry round table proposed by Al Lichtman, and of the renewed interest in, and hope for, arbitration manifested in the latter weeks of 1954. January 17, the date when the distribution and exhibition arbitration committees are to meet jointly in New York, might well be the most important industry event in 1955, he said.

Praises Cole and McGee

"The little man began to get impatient with his interviewer—he had a date at one of the home offices pertaining to his becoming technical adviser on a coming production. Thus his views came forth in a torrent of precise English somewhat telescoped as to classification. The successful culmination of the campaign, led by Col. H. A. Cole and Pat McGee, against the Federal admission tax brought praise for those two leaders as well as for the Council of Motion Picture Organizations.

"He said he had had 'mixed' emotions regarding the significance of the Supreme Court decisions in January on the cases of 'M' in Ohio and 'La Ronde' in New York, and was not at all surprised when New York in July passed a new censorship law defining the terms 'immoral' and 'incite to crime' which had been found too vague."

Review

"The Violent Men"

(Columbia)
(Cinemascope)

COLUMBIA Pictures has come forth with a big western production which has been designed by Lewis J. Rachmil to do equivalent business at the box offices of the nation. Filmed in color by Technicolor, and combined with the grandeur, sweep and power as presented by the CinemaScope camera, there is, in addition to the scenic splendor which make the backgrounds especially effective, interlaced a horse and cattle stampede which are breath-taking, salable qualities of a high order. Where action is a desired subject, "The Violent Men" has it. Where dramatic play is preferred, this film also has it.

Besides providing a story loaded with action, violence, dramatic intensity and western-style romance at an unflagging pace, an excellent cast headed by Glenn Ford, Barbara Stanwyck, Edward G. Robinson, as the important top names, with Diane Foster, Brian Keith and May Wynn in effective support, will also add much stature to the picture's value.

Harry Kleiner's screenplay, based on the novel by Donald Hamilton, has developed three or four interwoven plots, but to his credit it must be said that they dovetail handily, do not get in the way of each other or the basic central theme, and work out logically and intelligently, if somewhat violently. Rachmil endowed this film with sound and salable production values, while Rudolph Mate held to the headlong pace the author of the original set, with impressively effective results.

Ford, a former Civil War cavalry officer, health recovered, wants to return East, but suddenly finds himself in the middle of a range war started and kept hot by cattle baron Robinson, whose brother, Keith, is the boss of his gun-slinging crew since he himself is a cripple from an earlier battle. Miss Stanwyck, vicious, ambitious, is actually in love with her brother-in-law Keith as well as power which is represented by the control and ownership of the whole valley.

Ford tries to keep the peace, but when one of his men is killed by Robinson's crew in an attempt to force him to sell out cheaply, he uses his wartime knowledge in the ensuing range war. Splendid use is made of the color and the CinemaScope cameras in the western fighting scenes which follow. Robinson is painted in a rather sympathic light, the responsibility for the murder and pillage resting on Miss Stanwyck and Keith. Robinson's daughter, Miss Foster, who hates her mother because she knows the truth about her but loves her father, first taunts then comes to love Ford.

Eventually, seeking to murder her husband, Miss Stanwyck is herself killed, and Robinson and Ford move together to bring peace to the valley. This is big entertainment, handsomely mounted, and should be confidently played for big returns.

Running time, 96 minutes. General audience classification. Release, not set.

'Small' Films

(Continued from page 1)

gest line-ups of "big" pictures in years. However, in response to queries regarding the contention of other major producers that only the big, expensive pictures succeed in the current market, Benjamin spoke out against the philosophy of fewer, but bigger pictures.

Calls Them Profitable

"The fact is," he declared, "we are making money on practically every low-budget picture we release." "There is no question that there is a market for lower cost pictures," he went on.

Large and small exhibitors, Benjamin continued, will tell you of the need for more product, both big and small-budget pictures. The exhibitor, faced with a change of bill three times a week, knows his product needs more than those who argue for fewer but bigger pictures, he stated.

The fewer but bigger pictures approach to the product situation, Benjamin contended, grew out of the failure of many film companies to bring out a so-called low-budgeted picture at a really low cost. For a major studio, faced with overhead, Benjamin added, from $750,000 to $800,000 would have to be allocated for most any picture with today's costs. If such a picture misses out as a first feature, he continued, the studio cannot recoup its costs. These studios, therefore, by the expenditure of more money shoot for the "jack-pot" with each production, economic necessity forcing them to concentrate on the few.

As opposed to this approach, Benjamin stated, an independent producer can bring out a picture at a cost of from $300,000 to $350,000. Such a producer, he went on, is most always able to get back his costs plus a margin of profit if the picture misses out as a first feature. He also has a chance of hitting a bonanza, Benjamin continued, citing the success of "Suddenly" and "The Moon Is Blue."

The independent producer, not having any large overhead, is in a position to bring in a picture at the lowest possible cost, making negligible the element of gamble, he went on. The UA board chairman acknowledged there is a "reduced market" for the action-type film, but, he added, there still is room for such pictures. "We'll continue to make such pictures," he declared, "since we're proving we can release them profitably."

Benjamin, cautioning against his views being misinterpreted, restated his belief in the market demand for "big pictures."

"There never was a time when there was a greater market for the bigger pictures," he declared, concluding that there should be a dual approach to the product situation, the continued making of both low-budget and "big" pictures, for there is a need for both, he emphasized.

Hartford House Reopens

HARTFORD, Dec. 26.—The 4,200-seat State Theatre, Connecticut's only combination film-vaudeville house, closed for the past fortnight, reopened Christmas Day.

"I predict...

Irving Berlin's

'THERE'S NO BUSINESS LIKE SHOW BUSINESS'

will prove the biggest boxoffice musical in the history of Hollywood!"

—DREW PEARSON

"It's a pleasure to do business with 20th!"

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 123 NEW YORK, U.S.A., TUESDAY, DECEMBER 28, 1954 TEN CENTS

Picker Contends

Studios Must Service Twin Bill Market

Says Public Still Wants Double Feature Program

The double feature market demands the production of both big, expensive productions and low-budgeted films, Eugene Picker, vice-president of Loew's Theatres, declared here yesterday, when questioned by MOTION PICTURE DAILY on the product situation.

Picker, citing the needs of neighborhood Loew's houses, said if "you ran every picture one full week" on a double-bill basis, "you still need 104 pictures per year." The opposition, he went on, in the same areas would need another 104 films, bringing the total to 208. Not every double bill could

(*Continued on page* 6)

Arthur Kelly Dies; Was UA Executive

Arthur W. Kelly, 64, former executive vice-president of United Artists, passed away in Paris on Sunday while recuperating from an operation which was performed on Nov. 16, according to information received here yesterday from the UA foreign department.

Arthur Kelly

Kelly, born in London on Sept. 7, 1890, started his film career at the age of 21 when he joined Frank J. Gould Enterprises in the U.S. Following World War I, in

(*Continued on page* 4)

M-G-M and Selznick Conferring: Schary

HOLLYWOOD, Dec. 27.—Replying to reports that David O. Selznick will join M-G-M, Dore Schary, vice-president of the producing organization, today said:

"M-G-M has been, and still is, discussing a producing and releasing arrangement with David O. Selznick."

Canada Film Spending Up

Special to THE DAILY

OTTAWA, Dec. 27.—Despite the admitted inroads of television, Canadians in all provinces spent more on motion pictures this year than in 1953. The per capita spending equalled $8.30 against $8.21 for the previous year, according to a report just issued by the Canadian Government.

The regular theatres' average admission price, excluding taxes, reached a new peak of 42 cents against 40 cents for the previous year.

Theatre receipts rose three per cent, but attendance dropped one per cent from last year for 3,554 theatres and halls, including 1,906 regular theatres, 174 drive-ins, 669 community enterprises and 805 halls serving itinerant operators.

Amusement taxes increased from $12,308,148 dollars to $12,760,235. Ontario was the only province showing a decrease in total receipts, ex-

(*Continued on page* 4)

Censor-Free Houses Urged to 'Go Easy'

COLUMBUS, O., Dec. 27.—The elimination of compusory censorship by the Ohio supreme court recently puts it squarely up to the exhibitors of the state to set the standard of entertainment which the public can expect to find on their screens, Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, says in a current bulletin to members of the organization.

Wile advises exhibitors to "take it easy" in their newly granted liberty.

"By all means," he says, "play any

(*Continued on page* 4)

Merry Christmas

1st-Run Holiday Business Here Hits Healthy Pace

By MURRAY HOROWITZ

An upsurge of business along Broadway was ushered in by the Christmas holidays, with most main stem houses enjoying land-office business.

Among the new attractions, outstanding grosses were registered by "20,000 Leagues Under the Sea," "Vera Cruz," "3-Ring Circus" and "Romeo and Juliet."

Hold-overs hitting the giant box-office stride at first-runs included "Deep in My Heart," "There's No Business Like Show Business," "Country Girl," "Gate of Hell" and "Aida."

Neighborhood situations in New York, according to a Loew's spokesman, found the Christmas weekend good despite the relatively weak start Christmas Eve. One Loew's spokesman and a Trans-Lux executive said it was unfortunate that Christmas Day fell on a Saturday. An RKO Theatres spokesman termed Christmas weekend business on the whole "very good."

At the Astor, a tremendous $65,000 is seen for the first week of "20,000 Leagues Under the Sea." For the first week of "Vera Cruz" at the Capitol, a robust $105,000 is estimated. Another newcomer on Broadway, "3-

(*Continued on page* 4)

Studios Face Challenge of Product Needs

By SAMUEL D. BERNS

HOLLYWOOD, Dec. 27.—Hollywood is meeting the challenge of the proverbial "handwriting on the wall" that had cast a pall over the production scene when studios were engaged in economy waves, dropping contract people to reduce overheads. With the looming increase in autonomous units to fill the gap of films that are "found to be wanting" by exhibitor demands, a definite upsurge in both product and quality will become appreciably evident in the year 1955.

In dropping big salaried contract stars and production personnel from their payrolls, the majors have given plasma to the creative independent producers, enabling them to develop important story properties and "packages" with stars and directors, who will gamble the greater portion of their established incomes for percentages of an attractive film project. This approach not only creates a har-

(*Continued on page* 6)

Tulsa, Okla. City Gird for Tax Fight

Special to THE DAILY

OKLAHOMA CITY, Dec. 27.—Oklahoma City and Tulsa exhibitors have a fight ahead to keep the governments of the two cities from taxing them further at the box office.

Both Oklahoma City and Tulsa municipal governments are geared for battle to obtain "home rule" enabling legislation.

As a preview of what's to come along this battle line, the two city governments gave legislative delegations, plus the press, from their two

(*Continued on page* 6)

'The Bridges at Toko-Ri'

(*Paramount*)

THIS, too, is a motion picture of distinction, one which will make a deep impress on the majority of those who see it, which will inspire discussion and which will be remembered. It is the story of a Denver lawyer, husband and father, a veteran of World War II, who finds himself flying a Navy jet in the Korean conflict. William Holden, the man, doesn't quite know why he's in it, while others he knows are not, and he almost does not learn the answer before being killed.

The excellent screenplay by Valentine Davies, from the novel of the same title by James A. Michener, makes a gripping, sometimes heart-rending motion picture of this William Perlberg and George Seaton production. With Grace Kelly as the pilot's wife; Fredric March as the admiral, and Mickey Rooney as a helicopter rescue pilot, top performances are registered under the direction of Mark Robson, and marquees are generously supplied with some very persuasive copy.

In color by Technicolor, the picture is distinguished not only by its

(*Continued on page* 4)

Gov't Predicts Rise In Popcorn Price

WASHINGTON, Dec. 27.—Popcorn prices are likely to rise, according to Agriculture Department officials.

They say that drought has cut the harvest this year by approximately one-third below 1953 production. Output in the major producing states was put at about 222 million pounds this year, compared with 322 million pounds in 1953.

Personal Mention

SAM ROSEN, vice-president of Stanley Warner; LESTER ISAAC, in charge of S-W Cinerama exhibitor operations, and HARRY GOLDBERG, S-W advertising and publicity manager, are in Montreal from New York.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, became a grandfather for the fifth time on Christmas Day when a child was born to his daughter, MRS. LEONARD BLOKSBERG.

•

E. C. GRAINGER, JR., son of the well known theatre executive and a member of the U. S. Attorney General's tax division staff, left Washington by plane yesterday for the Coast.

•

MURRAY SCHER, assistant print department manager of 20th Century-Fox, and DORIS GABOR, of the company's contract department, were married here over the weekend.

•

JACK H. HARRIS, Exploitation Productions, Inc., vice-president in charge of sales, returned to Philadelphia Sunday following a tour of Southern exchanges.

•

HERB STEINBERG, Paramount national exploitation manager, will return to New York today from Washington.

•

D. A. PETERSON, Altec Service Corp. Western division manager, has arrived in New York from San Francisco.

•

J. J. COHN, M-G-M studio executive, is scheduled to arrive in New York from Hollywood tomorrow.

•

MIKE TODD, chairman of the board of Mike Todd Productions, is back on the Coast from New York.

•

JOAN K. PHILIPS, president of Teenage Public Relations, Inc., left here yesterday for Hollywood.

•

ANTON DOLIN, British actor, will arrive here tomorrow from London via B.O.A.C. Monarch.

•

HAROLD HECHT and JAMES HILL, producers, will arrive here today from Hollywood.

M-G-M's Kessnich Dies in Atlanta

ATLANTA, Dec. 27.—Col. Charles E. Kessnich, Southeastern division manager for M-G-M since 1925, died at his home here yesterday after a prolonged illness. He was 68.

In the early days he owned theatres in Richmond, Va., Charlotte and Lynchburg, Va. He came to Atlanta in 1913 to work for Arthur Lucas with the Mutual Film Co., then with Samuel Goldwyn in 1918 and became district manager. Kessnich was appointed Southeastern district manager shortly after M-G-M was formed. He organized the Atlanta Variety Club.

Funeral services were held today.

French Coin Good For Free Tickets

PORTLAND, Ore., Dec. 27.— Manager Herb Royster of Parker's Broadway Theatre during the week's run of "So This Is Paris" advised patrons that there was a free admission for them if they came supplied with French currency. Fans who proved that they were born in France were also admitted free.

Give Burstyn Award To 'Gate of Hell'

At luncheon yesterday the second annual Joseph Burstyn award for the best foreign language motion picture of the year was presented to the Japanese production "Gate of Hell," a Daiei Studio-Masaichi Nagata production. Presiding was Arthur Mayer, president of the Independent Motion Picture Distributors Association, who introduced Bosley Crowther, critic of New York "Times," who made the presentation of the award to Jun Tsuchiya, Japanese consul general in New York. On dais also were James Mulvey, Mr. Madaki, Japanese cultural attache; Norman Elson (at whose Guild theatre film is now playing), and Irene Thirer, N. Y. Post critic.

In his introductory remarks, Mayer recalled Burstyn as "an indomitable fighter against censorship and monopoly," and a "believer in the widest possible circulation of films for the greater understanding of all."

Sees 'Attitude of Tradition'

In his turn, Crowther noted that with the presentation of the second Burstyn award "an attitude of tradition is beginning to emerge." He cautioned the IMPDA about becoming "too rigid concerning the tradition of the award" and said that Burstyn was "a cynic about traditions too rigidly imposed."

"Gate of Hell," he said, lived up to Burstyn's standards of "beauty, imagination and pure sensuous excitement." He spoke of the renaissance of the Japanese film industry and said "we are beholding an area of film experience that adds to our understanding." The film, he added, "truly represents an advancement of which we can be proud," not only for the Japanese industry, but for the whole motion picture scene.

The consul accepted the award as a "great honor" and said it indicated the film had succeeded in "giving you insight into the heart and mind of our people."

Guiles Takes Over Rep. Office in O.C.

OKLAHOMA CITY, Dec. 27.—J. L. "Jake" Guiles is the new Oklahoma City branch manager for Republic Pictures. The former Republic salesman here replaces Claude Atkinson who was transferred back to Dallas as exchange chief. Everett Mahaney, Warner Brothers booker, joined the Republic staff as office manager and booker today.

Rank Lists Initial 14

The J. Arthur Rank Organization yesterday announced the first 14 pictures on its 1955 production schedule at Pinewood and Ealing Studios in London. Included in this lineup are the Rank Organization's initial two pictures in VistaVision, "Value For Money" and "The Spanish Gardener."

Location sites in several parts of the world have been set for a number of the forthcoming productions which will run the gamut of entertainment from comedy and romance to drama and adventure.

Schedule Outlined

The production schedule at Pinewood consists of:

"Value For Money," in VistaVision, starring John Gregson, last seen in "Genevieve," Susan Stephen and Diana Dors, Britain's answer to Marilyn Monroe. Ken Annakin will direct the Eastman Color picture for producer Sergei Nolbandov whose most recent film was the boxoffice hit "The Little Kidnappers."

"Doctor At Sea," comedy sequel to "Doctor in the House." Dirk Bogarde will head the cast of the picture to be produced in color by Betty Box; "His Lordship," comedian Norman Wisdom's third picture at Pinewood. John Paddy Carstairs will direct; "Alligator Named Daisy," a musical comedy to be produced by Raymond Stross; "Wisdom's Way," based on James Ramsey Ullman's novel of the same name; "A Town Like Alice," filmization of Nevil Shute's novel of Malaya; "The Spanish Gardener," in VistaVision, based on the novel by A. J. Cronin; "All For Mary," a current hit comedy on the London stage authored by Harold Brook and Kay Bannerman, and "The Life of George Wilson," tentative title of a new screenplay by Neil Paterson, author of "The Little Kidnappers."

Now Editing 22

The production schedule at Ealing Studios is:

"Touch and Go," a comedy drama in which Jack Hawkins will star; "The Ladykillers"; "The Lamp is Heavy"; "Who Done It?" tentative title of a comedy by T.E.B. Clarke to star the British comedian Benny Hill; "Skeleton Coast," and seventeen other productions are currently in the cutting and editing stage or already screened in Britain.

Providence House to Rogers, Levin, Cohen

PROVIDENCE, R. I., Dec. 27.— The Westminster Playhouse, formerly the Victory Theatre in downtown Providence, has been taken over on a long-term lease by Fred Rogers, Howard Levin and Joseph G. Cohen.

On Jan. 12, the Westminster will reopen on a first run art policy with UA's "Hobson's Choice" as the initial presentation. The theatre will be managed by Rogers and Levin, with Cohen of Boston handling the buying and booking. It has approximately 900 seats.

Reappoints Benford Memphis Censor

MEMPHIS, Dec. 27. — Mayor Tobey said today he would reappoint Lloyd T. Binford, 88, chairman of the board of censors for another year. Other members of the board are Avery Blakeney, Mrs. Walter Gray, Mrs. St. Elmo Newtown and Mrs. B. F. Edwards, all of whom will also be re-appointed for 1955. There had been some question as to whether Binford and his board would be named for another year.

UK Unit to Handle All Disney Product

From THE DAILY Bureau

LONDON, Dec. 27. — Reporting back on the outcome of his talks in America with Walt and Roy Disney, Cyril Edgar, director of the British Disney company, made it clear that the latter will distribute through its own resources all future Disney product, live or cartoon, feature or short.

The decision, said Edgar, was taken in New York following the distribution success of "The Living Desert." He revealed that five other concerns had made firm bids for the product following the break-away from RKO-Radio.

"Had we wanted other people to market our goods we would have stuck by RKO with which we were always happy. But we prefer to go it our own way and have proved we can do that successfully," Edgar added.

New and larger London offices are being sought for the company and its staff will be greatly expanded. But Edgar does not propose overloading the organisation with the conventional and costly provincial branch set-up. He proposes appointing top sales executives in key situations and have the detail work handled in London. Edgar has hopes, too, of following the 20th-Fox pattern of insistence on extended play-time for worthwhile product. That, he says, will be a condition of sale in regard to "20,000 Leagues Under the Sea." Plans are to give that picture a West End showing during next Easter, with a general release starting in September, 1955.

S-W Sells Conn. Unit

WILLIMANTIC, Conn., Dec. 27.— Stanley Warner's Gem Theatre here, has been sold by S-W under the government divestiture ruling to Jason Theatrical Enterprises. Sale price was not disclosed.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"DEEP IN MY HEART"
In Glorious COLOR starring
JOSE FERRER • MERLE OBERON • HELEN TRAUBEL
An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

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THE FIRST TEN FROM dca DISTRIBUTORS CORPORATION OF AMERICA TOP PRODUCT ALL THE WAY!

JOAN
Crawford
"The Way We Are"
PRODUCED AND DIRECTED BY
ROBERT ALDRICH
DIRECTOR OF "APACHE" AND "VERA CRUZ"

The Viking
a magnificent Spectacle in CINEMASCOPE and Technicolor, based on the best selling novel by *Edison Marshall*.

"I AM A CAMERA"
the extremely successful Broadway stage show
SHELLEY WINTERS
JULIE HARRIS
LAURENCE HARVEY

Olivia DeHavilland
in
"LELIA"
from the best selling novel by Andre Maurois

"Long John Silver"
in CINEMASCOPE
COLOR by EASTMAN
Starring ROBERT NEWTON
Directed by BYRON HASKIN
Produced by JOSEPH KAUFMAN

An original comedy by
SAM and BELLA SPEWACK
who brought us
"MY FAVORITE WIFE"
"WEEKEND AT THE WALDORF"
"KISS ME KATE"
"MY THREE ANGELS"

Finian's Rainbow
This picture will be produced as a full length feature cartoon featuring the voices of
FRANK SINATRA as WOODY MAHONEY
BARRY FITZGERALD as the voice of FINIAN
and ELLA LOGAN as the voice of SHARON
Directed by JOHN HUBLEY

"Hunters of the Deep"
Allan Dowling's underwater color thriller hailed by the Edinburgh Film Festival.

"The SURVIVORS"
directed by John and Roy Boulting
Romance and Adventure on the high seas

RICHARD BASEHART
ALIDA VALLI
TREVOR HOWARD
"The STRANGER'S HAND"
written by GRAHAM GREENE

LOOMING BIG ON THE BOXOFFICE HORIZON!

DISTRIBUTORS CORPORATION OF AMERICA!

N.Y. Grosses

(*Continued from page* 1)

Ring Circus," is expected to do a big $68,000 for its first week. "Romeo and Juliet," an off-Broadway opener, is due to hit a fine $15,500 for its first week at the Sutton. "The Silver Chalice" in its first two days at the Paramount—Saturday and Sunday—grossed $25,000.

Among the hold-overs, a zooming $188,000 is seen for the third week of "Deep In My Heart" at the Radio City Music Hall. "There's No Business Like Show Business," now in its second week at the Roxy, is forecast to rack up a splendid $136,000 for the week.

"Country Girl," another outstanding holdover at the box-office, is expected to register a giant $65,000 for its second week at the Criterion. "Gate of Hell," at the small Guild Theatre off-Broadway, is due to hit a tremendous $23,000 for its second week, while "Aida" at the Little Carnegie is said to be heading for a fine $14,000 for its seventh week.

'Star Is Born' Popular

The 12th week of "A Star Is Born" at the Victoria is seen heading for a fine $30,000, while a good $22,000 is indicated for the ninth week of "Carmen Jones" at the Rivoli. "This Is Cinerama" is expected to hit its stride once again at the Warner, with $40,000 forecast for its 82nd week.

"Athena" at the Globe opened to a disappointing estimated $17,500 for its first week. A fair $30,000 is seen for the initial week of "Green Fire" at the Mayfair.

Among off - Broadway houses, "Game of Love" at the Baronet is doing fine, with $11,400 estimated for its third week. A fair $6,000 is seen for the eighth week of "The Detective" at the Fine Arts. "Tonight's the Night" at the Trans-Lux 52nd Street is due to register a pretty good $10,000 for its first week. "Hunters of the Deep" at the Trans-Lux 60th Street ran rather weak at its second week, with $3,000 estimated. The 14th and final week of "Bread, Love and Dreams" at the Paris is expected to hit a nice $5,500.

Washington Business Generally Disappointing

WASHINGTON, Dec. 27.—Capital exhibitors generally found the Christmas week-end business disappointing. Except for one or two bright spots, business was reported "about the same or slightly ahead of last year, but way behind what we expected."

Theatre owners said this week-end's pictures were excellent, and that the disappointing results must be blamed on the fact that many Washingtonians left town for the week-end or were too involved here with Xmas festivities.

Feels 'A Good Day' Was Lost

George Crouch, zone manager for Stanley-Warner Theatres, said their business was ahead of last Christmas, but not nearly up to his expectations in view of the top pictures being shown. Moreover, he pointed out, the theatres in effect lost a good day's business because Christmas this year fell on a Saturday.

Jerry Baker, manager of RKO Keith's, reported "terrific" business with Walt Disney's "20,000 Leagues Under the Sea." He said one house was "way ahead of last Christmas."

Jack Foxe of Loew's said that "business was good, about the same as last year." He declared that "houses were full but not jammed," even at the Palace where "There's No Business Like Show Business" had just opened.

Pat Notaro of Roth Theatres was one of the happy exhibitors. He said that business at the Plaza, which opened "The Detective" on Christmas Eve, exceeded all expectations, and that the Silver Spring and the Little, which opened "Trouble in the Glen" on Christmas Day, were also running well ahead of last year. Business at the Chain's neighborhood theatres was just about on a par with last year, he said.

Sees 'Parties' a Factor

Lloyd Wineland, Jr., of Wineland Theatres, said business was "just about the same as last year, despite good pictures." He declared that "Christmas business is nothing for theatres to get excited about any more —people are just too busy opening presents and going to parties."

A similar reaction came from Marvin Goldman of K-B Theatres, who said grosses were "infinitesimally ahead" of last year. In view of the pictures being shown this year, he declared, he found this "disappointing."

"20,000 Leagues" Top Grosser in Cleveland

CLEVELAND, Dec. 27.—"Twenty Thousand Leagues" at the Palace was the top Saturday and Sunday downtown grosser with a near record of $20,000 for two days at $1 adult tops and 50 cents for children at all times. "Silver Chalice" at the Allen at advanced $1.10 top and "Three Ring Circus" at the State at regular 90 cents top each reported $11,000 for the weekend.

"Show Business" at $1.25 advanced top hit $10,500 for the weekend at the Hippodrome, "Deep In My Heart" had a disappointing $6,000 two-day take at the Stillman at advanced $1.10 top. Neighborhood holiday weekend business was reported fair to poor.

Conn. Christmas Business Reported Below Expectations

HARTFORD, Dec. 27.—Connecticut Christmas weekend trade was reported disappointing in numerous situations.

Some observers attributed the only average-to-fair grosses to occurrence of the holiday on a Saturday, thereby decreasing weekend business to two instead of a normal three days' take.

Majority of Connecticut dailies did not publish Christmas Day, lessening promotion impact.

First-runs around the state include "Three-Ring Circus," "There's No Business Like Show Business," "Hansel and Gretel" and numerous revival bills.

Atlanta Holiday Weekend Better Than Last Year's

ATLANTA, Dec. 27. — Christmas business was reported to have been better than the Yuletide period of 1953 and managers said they were "very happy" with the patronage.

"Desiree" at the Fox pulled a strong $10,000 while "Sign of the Pagan" did a hefty $9,500 at the Rialto. Others reported excellent business, some saying it was the best in two years.

'The Bridges at Toko-Ri'

(*Continued from page* 1)

forceful human drama but by its setting and background, as well. Expert aerial photography presents the panoply of a task force on duty in Korean waters; life aboard a great carrier and ashore, and particularly the duties and dangers of the jet pilots' operations and those of the helicopter rescue service.

Returning from a mission, Holden is forced to ditch his plane in the sea and is rescued by Rooney's 'copter. In a subsequent interview with the Admiral, played by March, Holden expresses his bitterness about his fate and March, struck by Holden's resemblance to the two sons he lost in action, endeavors to impress upon him the nature of the sacrifice.

Holden's wife, Grace Kelly, and two daughters have arrived in Japan and his reunion with them is interrupted by a call to help get Rooney out of the brig where he was being held after a brawl over a Japenese girl. Indebted to Rooney for having saved his life, Holden leaves his family and in his absence March informs Miss Kelly of the dangerous bombing mission against the strategic bridges of Toko-Ri, in which Holden will be engaged. The Admiral's purpose in imparting the information is to prepare the girl for any tragic eventuality and to encourage her to face reality, as his own daughter-in-law had failed to do under similar circumstances, and with tragic consequences.

BACK on duty, Holden has a second narrow escape in landing his plane aboard the carrier after a photo reconnaissance run over the Toko-Ri objective, preliminary to the bombing mission. The experience, together with his newly gained knowledge of the heavily defended target area, unnerves him. He regains control of himself in time to fly the bombing mission with the squadron.

The first run over the target is only partially successful and a second is made without mishap despite the heavy flak from Communist defenses. The squadron proceeds to a secondary target and Holden's plane is hit. His fuel lost, he crash lands his plane in the mountains and escapes from it uninjured. He is spotted by Chinese Reds but his squadron, flying cover for him, succeeds in keeping them at a distance until Rooney can maneuver the rescue 'copter alongside the crashed plane.

Rooney's crewman, Earl Holliman, is killed attempting to reach Holden. Rooney leaps from the 'copter and makes a stand with Holden in a ditch against the Reds. Both are killed.

The screenplay is faithful to the Michener novel and most will accept the inevitability of the tragic ending, however much they may wish it might have been otherwise. Considerable courage and integrity is apparent in this production and the reviewer believes that audiences will recognize and appreciate the fact and will give this fine motion picture their endorsement at the boxoffice.

Running time, 103 minutes. General audience classification. Release, in January.

SHERWIN KANE

Canada

(*Continued from page* 1)

cluding taxes, for regular theatres. The total was down 2.2 per cent.

Seating capacity of regular theatres increased 2.4 per cent while potential capacity rose 1.7 per cent. Only 29.5 per cent of potential capacity was used last year. The highest, 36.3 per cent, was in Newfoundland, the lowest, 27.1 per cent, in Quebec.

Employment was provided for 9,027 men and 6,723 women, with salaries totalling $20,018,413.

Over 39 per cent of business last year went to Ontario theatres, which also had 35.5 per cent of the total seating capacity.

Drive-ins jumped from 104 to 174, car capacity total rising 47 per cent and receipts up 33 per cent, with drive-ins showing the biggest advance in Western Canada.

Arthur Kelly

(*Continued from page* 1)

which he rose to the rank of major in the British Tank Corps, Kelly joined UA as treasurer upon his return to America.

In 1924, he was appointed supervisor of foreign sales and later headed the domestic sales force for UA in 1941. Kelly was named a vice-president and U.S. representative for Eagle-Lion Films in 1944 and in 1946 was named president of the General Motion Picture Corp. He rejoined UA in 1947 as executive vice-president and held the executive post until 1950 when he resigned to organize his own television organization.

Early this year, Kelly, who represented Charles Chaplin in the U.S. for many years, shifted his offices to Paris where he was residing at the time of his death.

Censor-Free Houses

(*Continued from page* 1)

picture with a Production Code seal—we can then offer to screen such a picture for a Legislative Committee and not be afraid of reactions. Any picture which was banned on grounds other than obscenity or lewdness can be played without fear.

"From now on, you must set the standard. Please keep it high."

Oklahoma Allied Convention Feb. 28

Special to THE DAILY

OKLAHOMA CITY, Dec. 27.—Allied of Oklahoma's third annual convention will be held on Feb. 28-March 1 at the Skirvin Hotel here. Earl Snyder, Jr., Tulsa, president, is general convention chairman.

The assistant convention chairman for 1955 is Bernard McKenna Jr., Norman, who will serve as general chairman of the unit's 1956 convention.

Other newly-named committee chairmen include Glen Thompson, Oklahoma City, nominating; Les Nordean, Konawa, attendance; McKenna, registration; Athel Boyter, Oklahoma City, and Eddie Jones, Sand Springs, booth space, and Cliff Lance, of Ringling, hospitality.

Further convention planning will be done at the Jan. 3 board meeting in the Variety Tent No. 22 clubrooms in the Biltmore Hotel.

No Mention of Film Industry in Hint of Foreign Tax Relief

From THE DAILY Bureau

WASHINGTON, Dec. 27.—White House and Treasury statements that the Administration will again ask Congress for tax relief for some companies doing business overseas have carefully left up in the air the question of interest to the film industry: will motion picture companies be among those nominated for the tax breaks?

Last year, the administration recommended that certain firms be taxed 27 per cent less on income earned overseas, and also be freed of any responsibility for paying U.S. tax on money earned overseas until the money is actually remitted to this country. The House-passed version of the Technical Tax Relief Bill included this provision, but film distributors were not among the companies eligible for the special tax treatment.

MPAA Made Plea

The Motion Picture Association, along with groups from other industries, protested to the Senate Finance Committee, asking they be given the same tax advantages. Instead, the Finance Committee knocked out the entire provision, which stayed out of the final conference bill.

Over this past week-end, Treasury officials and White House press secretary James Hagerty said the Administration would again seek some such provision from Congress. However, they did not indicate whether it had been reworked to include film companies, and this will probably have to wait until the Administration submits detailed recommendations to Congress early next year.

The White House also officially announced that the President would renew his request that Congress extend the reciprocal trade agreements program for three years and give him authority to cut tariffs an additional 15 per cent. Film companies are expected to back up this request, which will likely get favorable action. Democrats are expected to line up almost solidly behind this program, and to be joined by a large number of Republicans.

Bank Buys Bijou Theatre, New Haven

HARTFORD, Dec. 27.—Loew's Poli Bijou Theatre, New Haven, closed for the past two years, has been sold to the First National Bank of that city for a reported $200,000. The bank did not disclose its plans for the property, which adjoins the present First National building. The theatre seats 1,700.

Ziv Buys Former Eagle-Lion Studio

HOLLYWOOD, Dec. 27. — The American National Studios, formerly the Eagle-Lion lot, has been acquired by Ziv Television, for $1,400,000, it was revealed at the weekend. The studio has been devoted principally in recent years to the leasing of stage space to television film producers.

Television--Radio

with Pinky Herman

THIS reporter has always been an ardent adherent of the principle of first things first, etc. However, in this instance we plan to reverse the order because in last week's pillar we ended our stint with the heart-warming phrase, "A Merry Christmas to all." So whahoppen? Just this. The column ran about 20 lines over and unable to make the proper deletions, the printer just ran what he could and the last item, together with the seasonal greeting, was left in the over-matter. Ergo, in order to prevent a recurrence of another seasonal phrase winding up in the o.m. we'll take no chances. So — A HAPPY NEW YEAR to all. . . . In order to insure national TV reception of the panoramic pageantry of the colorful floats, bands and novelty groups that will be featured in the 66th annual Tournament of Roses at Los Angeles New Year's Day (12:15-1:45 P.M. EST), NBC will telecast the proceeding from a Goodyear dirigible which will float 1000 feet overhead. Minute Maid will pick up the tab.

Pinky Herman

☆ ☆ ☆

With John Daly as quiz-master, "Who Said That?" heard some few years ago over NBC, returns to TVia ABC. Skeded in the 9:30-10:00 P.M. slot Wednesdays' program will be produced by Ann Gillis. . . . Come Sundays, portly 'schoolmaster-comic' Sam Levenson, may well shed some of the avoirdupois. He'll guest on the CBSullivan show at 8:00 P.M. and on "What's My Line?" at 10:30 and with dress rehearsals and shuttling between the two theatres Sam will be one busy hombre. . . . The toy department of Lit's dep't store in Philadelphia last week attracted more than 4,000 moppets to its "Ramar of the Jungle" display. This TPA telefilm series, starring Jon Hall, is building a solid block of fans, both young and adults.

☆ ☆ ☆

Norm Prescott, whose platter chatter and music ken, which he dispensed for the past few years over WORL in Boston, made him one of New England's top deejays, started a new week-end record series over WNEW Christmas Day. He'll commute between Gotham and Beantown for several weeks and sometime in February will move to New York and a permanent daily WNEW sked. . . . A new TV ABCountry series, "Ozark Jubilee," with Red Foley as emcee and featuring top-ranking cowboy, Western and folk artists, will bow in Saturday (9:00-10:00 P.M.) January 22, and will originate in Springfield, Mo. . . . Robert S. Finkel, director of legitimate productions and TVehicles including, "Biff Baker, U.S.A." "Ray Milland Show," "Pride of the Family" and "The Ruggles" among others, has been signed to an NBContract to produce "The Great Gildersleeve" telefilm series. . . . In her Ford Theatre TV debut NBC-TV Jan. 6, Claudette Colbert will portray the role of a famous movie star, whose career clashes with that of her doctor-husband. In real life, Miss Colbert is married to an M.D., Doctor Joe Pressman—BUT that's where the similarity ends for the Pressmans have long been regarded as "Hollywood's ideal married couple."

Norm Prescott

☆ ☆ ☆

Not only did Jackie Gleason hit the jackpot with that sensational $11,000,000 Buick deal which starts next September, but the rotund comedian's music firm, Songsmiths, likewise struck a rich vein of gold with its ditty, "My Love Song to You" which, in two weeks, has become the top seller in the country, via Bob Manning's fine Capitol recording. . . . Bill Stern, ABCopped a distinct beat when he gave the broadcast (6:15 P.M.) the results of the Davis Cup tennis matches in Sydney, Australia. . . . After 10 years as a featured comic and singer with the Vaughn Monroe orchestra, Ziggy Talent has formed his own novelty quintet and is a cinch for TV honors. . . . Sotto voce to Don McNeill: ask Chicago deejays and especially Howard Miller about Coral recording artist Jerry Martin to succeed Johnny Desmond on "The Breakfast Club." . . . Mona Kent, scripter of "Portia Faces Life" and "Woman with a Past," is in Kingston, Jamaica, B. W. I., writing a new day time soapera teleseries.

News Roundup

Kingston House Reopening

The theatre formerly known as the Broadway, in Kingston, N. Y., now remodeled by Walter Reade Theatres and renamed the Community, will open on Friday evening, Jan. 14. The attraction will be M-G-M's CinemaScope film, "Bad Day at Black Rock."

■

Milwaukee Theatre Bought

L. F. Gran, of Gran Enterprises, Milwaukee, has purchased the bankrupt Century Theatre, in that city, for a reported $92,500.

■

Move for Conn. Drive-in

The Glastonbury (Conn.) Zoning Board of Appeals has tabled an application by Jack Leitao, East Hartford businessman, for approval of a drive-in theatre project. The matter will be taken up in January.

■

Charlotte V.C. Moves

The Charlotte Variety Club has moved into its new quarters above the Delmonico Restaurant on West Trade Street. The quarters were opened with a special program and party.

■

World Premiere in Missoula

The world premiere of Republic Picture's "Timberjack" will be held on Feb. 4 at the Fox Theatre in Missoula, Mont. The affair will include personal appearances of the stars who were on location in Western Montana last summer with the Republic crew.

■

Peru Offices Open Tomorrow

E. E. and H. R. Alger, Peru, Ill., tomorrow will play host at a cocktail party marking the opening of their new Alger Theatre offices, which are located in the Art Theatre Building.

■

Bridgeport House Closed

The Strand Amusement Co. has closed its Mayfair Theatre, neighborhood situation in Bridgeport, Conn.

Lockwood & Gordon To Build Drive-in

HARTFORD, Dec. 27.—Lockwood & Gordon Theatres, in association with Seymour Levine of the Bowl Drive-In Theatre, West Haven, Conn., will build the first drive-in theatre at Bridgeport, Conn., third largest city in the state, this spring.

Cost of the 500-car capacity unit is estimated over the $250,000 mark by Doug Amos, L&G's Hartford district manager.

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Arthur Backs Program Fare

From THE DAILY Bureau

HOLLYWOOD, Dec. 27. — Harry C. Arthur, Jr., chairman of Southern California Theatre Owners Association, told MOTION PICTURE DAILY in an interview here today that the "fewer and costlier pictures" policy of those who declare the "program picture is dead," would lead the industry backward to the same "stagnated, static condition that overtook the Broadway stage after motion pictures came in, and brought the stage theatre down to the part-time, over-priced business it is today, incapable of sustaining more than a handful of theatres spread out through the biggest key cities."

Harry C. Arthur

Calls Advantage Temporary

Arthur said, "the whole question about program pictures depends on the point of view. A scarcity of product makes it a simple matter for anybody with a big, stand-out picture to roadshow it on just about any percentage terms he wishes to impose. This is fine for such a producer, momentarily, but if program-calibre product is done away with, or reduced to an extreme in number and budget, how long can big studios continue in operation to make big pictures, and how long can the necessary number of theatres stay in business?"

Arthur said, "persistence in the few-and-costlier policy would be eventually disastrous. Already the habitual theatregoers, the regulars who used to go to program pictures, paying a reasonable price and coming away satisfied, are a vanishing population. Going to the movies has taken on the nature of a project, with the family setting aside a budget to take care of the cost of seeing a picture they've read or heard about.

Wants More of All Types

"I think the industry ought to make more pictures of all kinds—big, little and in-between—for everybody's sake. The best pattern to follow today is the drive-in. If everybody would study the operation of the drive-ins, how they work and what they work with, we would come closer to avoiding mistakes like the number of pictures a showman can offer his patrons."

No Decision As Yet On NYC Tax Appeal

A decision in the RKO-Keith-Orpheum Theatres, et al, five per cent admission tax suit against the City of New York has not been posted by the five jurists which heard exhibitor and city arguments in the Brooklyn Supreme Court on Dec. 2.

Monday is the court's customary day for issuing opinions, one exhibitor attorney said. Rulings on cases heard the same day in the Appellate Divisions have not been handed down either, so it is possible that the tax decision may be given next week, he said.

Studios' Product Challenge

(*Continued from page* 1)

monious spirit in giving the best of their respective talents, but affords the partners an opportunity of a better return for their labor-risk via the capital gains route.

This also places the majors in a healthy position, concentrating on exploiting multi-million dollar productions, with the knowledge that it can be selective in accepting outside independent productions to augment the number of pictures necessary to satisfy the operation of their exchange systems.

Among the leaders in this direction are partners Harold Hecht and Burt Lancaster with Columbia, Warner Brothers, United Artists and Universal benefiting by their efforts. They have now reached the successful position of being able to finance other independents, notably the weekend announcement of sponsoring three-color cartoon feature-length films made by United Productions of America.

Wayne-Fellows Productions is another of the more successful indepenents, as witness Warner Brothers release of "The High and the Mighty."

Making its bid to join the ranks of the completely independent units, Pine and Thomas, oldest major-financed producing team, last week decided to go out on its own after 14 years.

Names like Cooper, Hope, Power and Martin & Lewis, Ladd and Stewart indicate the caliber of talent attracted to independent production.

Twin Bills

(*Continued from page* 1)

stand a week's run, he said, adding that only the rare, exceptional picture can stand on its own in neighborhood situations.

"I find the public still wants the double feature," the Loew's executive continued. "By and large where the double feature has been in practice, it must be retained," he added.

Picker said his views on the product situation coincided in the main with the views expressed by Sam Rosen, vice-president of Stanley Warner, and Robert Benjamin, chairman of the board of United Artists. Both Rosen and Benjamin took exception to the bigger, but fewer approach to production as advocated by many film companies.

"We need more product," Picker concluded, the low budgeted pictures as well as the big productions.

Picker, like Rosen, expressed concern of how the product situation is hitting the smaller towns where, he said, the public cannot support the longer runs which distributors seek and which the lack of product forces at times.

Venice Film Festival To Open on Aug. 25

The 1955 Venice Film Festival will be launched on Aug. 25, according to an announcement by the Sub-Commission of the International Festival of Motion Picture Art of the Venice Biennial.

This decision was reached at a meeting in Rome by the committee, which also decided to limit the number of films that each nation may enter at Venice. This policy was reached in the interest of maintaining the artistic and cultural aspect of the Festival at the highest possible level, it was said.

It was further decided by the committee to sponsor a number of cultural manifestations of international interest during the period of the Festival.

The Festival of Children's Films and Documentaries will open a week earlier, on Aug. 18

'Collier's' Story to A.A.

Walter Wanger, producer, has acquired the screen rights to "The Body Snatchers," "Collier's mystery serial authored by Jack Finney, for production by Allied Artists.

Okla. Tax Fight

(*Continued from page* 1)

counties, a dinner, then an earful of tax talk.

At this political roundup in Oklahoma City, the officials of the two cities suggested about five types of taxes, inciuding admission tax. Also in the lineup are an occupation tax, an earnings tax (which seemed to be favored), an automobile tax and an insurance tax.

The proposed bill would provide that cities could levy any tax—except ad valorem, consumer's sales tax, inheritance, estate or gift tax—after a vote of the people. Majority of the people would have to vote approval of the tax question in a general or special election.

Many Legislators in Favor

Mixed views greeted the tax salesmen. However, some of the senators and legislators were strongly in favor of the tax, while others indicated an "open mind."

Both state associations—Allied of Oklahoma, headed by Earl Snyder, Jr., Tulsa, and Theatre Owners of Oklahoma, headed by Ed Thorne, Oklahoma City, will initiate plans to combat this new tax threat at their January 3 meetings here. Both units will meet, different hours, at Variety Tent 22 clubrooms.

N.W. TOA Setting Large Scale Plans

SEATTLE, Dec. 27.—The Theatre Owners of Washington, Northern Idaho and Alaska, under the leadership of James H. Hone, executive secretary, are making plans for 1955, on a larger scale than in 1954. It has been especially charged to watch the legislature at Olympia, to curb bills considered detrimental to the industry.

At the annual meeting the association reelected Hone, for the 25th term as executive secretary and H. B Sabottka of the John Hamrick theatres as treasurer.

The following directors were elected: Harry Wall, Lewiston, Ida; Erwin Fay, Renton; Fred D. Nessel, Walla Walla; Chester Nilson, Tacoma; Gred Mercy, Jr., Yakima; Mike Barovic, Puyallup; Joseph Rosenfield, Spokane; W. B. McDonald, Olympia, and Dwight Spracher, B. F. Shearer, Wm. Thedford, L. O. Lukan, William J. Conner, Fred A. Danz, all of Seattle.

People

William J. German, president of W. J. German, Inc., has been named chairman of the film laboratories committee of the National Conference drive in observance of Brotherhood Week for 1955. **Irving Lesser,** president of Producers Representatives and of Major Television Productions, has accepted the post of chairman of the television films committee. Brotherhood Week will be launched at the Hotel Waldorf-Astoria here on Jan. 13, honoring **J. Robert Rubin,** permanent general chairman of the amusements division of the National Conference. **John H. Harris** is national chairman of the amusements division.

Wm. German

□

Jack A. Simons, manager of the Stanley Warner Palace, Norwich, Conn., has shifted to the S-W Palace, South Norwich, with **Phil Allaire,** formerly of the Palace, Torrington, replacing him in Norwich.

□

Bettie Gamble, Universal's head booker in San Francisco, with 25 years of service, was released from a hospital in time to attend a silver anniversary Christmas party in her honor. She was presented with a bag of silver dollars contributed by some 300 exhibitors.

□

Ben Marcus, president of Allied States Association, is listed as the agent of a new corporation, Starlight Outdoor Theatre, Inc., which will build a drive-in theatre in the Milwaukee area.

□

Augustus F. Waldenburg has been named manager of Ansco's San Francisco sales district. He has been with Ansco since 1938 except for the period when he served in the Army during World War II.

□

Boykin Pascall, through whose efforts Savannah, Ga., theatres obtained regular advertising rates in newspapers, is retiring as vice-president of the Savannah "Morning News and Press."

Mistletoe Kiss Gave Free Admission

LEBANON, Ore., Dec. 27. — Art Turner, Lebanon Theatre manager here, announced that those patrons who "kissed under the mistletoe" at either of the city's two playhouses, would be admitted free. It was found that more women than men were anxious to live up to the old custom of getting kissed under the mistletoe.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 124 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 29, 1954 TEN CENTS

Feldman Points to

Small Market Today for Low Budget Films

Says Policy Dictated by Public, Not the Studios

The possibility of making a profit on low-budgeted pictures has been considerably narrowed down in today's market, Charles J. Feldman, vice-president in charge of distribution for Universal Pictures, declared here yesterday.

Charles Feldman

Feldman, interviewed on the product situation, stressed his belief that the low-budgeted picture has diminished in quantity not because of any studio policy but because of the public's dictate and the competitive situation.

"It is stupid to say that any company limits its production only to

(*Continued on page* 5)

N.Y. Critics Select 'Waterfront,' 'Gate'

Columbia's "On the Waterfront" was selected as the best domestic picture of 1954 and "Gate of Hell" was voted the best foreign language production by the New York Film Critics in the organization's 20th annual balloting yesterday.

Elia Kazan was voted the best director and Marlon Brando was awarded the best actor honor, they being the director and star, respectively, of "On the Waterfront." For

(*Continued on page* 5)

Say Bogart Will Sell Santana to Columbia

HOLLYWOOD, Dec. 28.—Santana Pictures Corp., organized by Humphrey Bogart in 1947, will be sold by the actor and his associates to Columbia Pictures for $1,000,000 if negotiations reported now in progress here are consummated. A. Morgan Maree, Jr., Santana vice-president, is assisting Bogart in negotiations, which are said to include, addition-

(*Continued on page* 5)

Skouras Favors Industry Meet

Twentieth Century-Fox president Spyros P. Skouras said he surely would attend a round table conference on industry trade problems, a move suggested by Al Lichtman, 20th-Fox distribution director.

Skouras said 20th-Fox has always associated itself with "constructive" measures to solve problems, stressing his belief that such a conference would be in the interests of the industry.

MGM Staging 'Gala' Events

M-G-M has announced that it is going "all out" in its effort to pay tribute to its exhibitor customers by holding special premieres and staging unusual events in small towns as well as large towns. A double celebration has been set for Jan. 21 in Green Bay, Wisc., and two more towns are being added to the Texas state premieres of "Bad Day at Black Rock" for a total of seven.

A premiere and exhibitor convention affair scheduled for Denver, and general celebration scheduled for the opening of Walter Reade's new house in Kingston, N. Y., in addition to the world premiere of "Many Rivers to Cross" in Loew's Poli Theatre in New Haven, will round out the immediate agenda planned by the company.

In Green Bay, where M-G-M has set a premiere of "Bad Day at Black Rock" at Standard Theatres' Bay Theatre on Jan. 21 and the opening of "Green Fire" at Russell Leddy's Orpheum Theatre on the same date,

(*Continued on page* 2)

Skouras Looks at New Year

PROSPEROUS 1955 SEEN FOR INDUSTRY

Reports European Business at High Level; Credits New Techniques; Praises 'Scope

By MURRAY HOROWITZ

A more prosperous year in 1955 for the motion picture industry throughout the free world was forecast here yesterday in a statement by Spyros P. Skouras, president of 20th Century-Fox.

Spyros Skouras

Skouras, who recently returned from an extended trip to Europe, commented on the high level of industry prosperity he saw everywhere he travelled. Crediting CinemaScope for the business upswing both in the U.S. and abroad, Skouras cited the experience of his own company. Of the 18 CinemaScope pictures released by his company, he related, every one has been profitable, a situation unparalleled in the history of 20th-Fox.

Skouras held that the factors of a "greater momentum" in 1955 of the

(*Continued on page* 4)

Promotions in Six Col. Sales Areas Made by Montague

Sales department promotions affecting six Columbia Pictures domestic branches were announced here yesterday by A. Montague, general sales manager.

A. Montague

Wayne Ball, Los Angeles branch manager, has been advanced to the position of division manager for Southern California and the Rocky Mountains, with supervision of the Los Angeles, Denver and Salt Lake City branches. Succeeding Ball as manager of the Los Angeles branch will be Harold Green, currently manager of Salt Lake City.

Montague also announced that Mel

(*Continued on page* 4)

Promises Eidophor Showing Next Year

Twentieth Century-Fox's Eidophor color theatre TV program will "definitely" be under way in 1956, it was announced here yesterday by 20th-Fox president Spyros P. Skouras.

Skouras, in reply to a series of questions, held out the possibility that it may be launched in 1955. The 20th-Fox president, saying that he stopped over in Zurich, Switzerland, on his European trip to confer with Swiss engineers, said he plans to hold

(*Continued on page* 4)

Name Bryan, Weber Skouras Circuit V-Ps

The appointments of Frank Bryan and Louis M. Weber to the offices of vice-presidents of Skouras Theatres Corp. were announced by president Spyros S. Skouras.

Bryan and Weber have been active members of the Skouras organization for the past several years.

Bryan, in addition to assuming the

(*Continued on page* 5)

20th-Fox Campaign Lauded

'Scope Sold to Public By Newspaper Advertising

Using newspaper advertising as the "backbone," 20th Century-Fox sold CinemaScope to the American public and helped to "revive the movie industry's confidence," according to the Bureau of Advertising of the American Newspaper Publishers Association.

"A dejected and worried Hollywood has almost overnight regained much of its old spirit and 'colossal' optimism," said the Bureau. "The arrival of CinemaScope has undoubtedly played a prominent role in this revival."

The statement accompanied release by the Bureau of a brochure in color detailing the growth of CinemaScope from a "bright idea with lots of promise to a new screen technique which has built a notable success at the box office."

Early in 1953, the Bureau's story relates, after a highly successful first showing of CinemaScope to a trade audience, 20th Century-Fox's presi-

(*Continued on page* 4)

Personal Mention

JOSEPH H. WESTREICH, of Warner Brothers International Corp., has arrived in New York from Paris.

•

LESTER SANSOM, head of Allied Artists editorial department, has been moved to his home in Hollywood from the Cedars of Lebanon Hospital, where he underwent surgery.

•

WALTER RUCKERSBERG, managing director of Titra Sound Studios here, is the father of a daughter born to MRS. RUCKERSBERG this week.

•

STANLEY HENDEL, of the I.F.E. Releasing Corp. publicity department, became a father recently when MRS. HENDEL gave birth to a girl.

•

HARRY BRANDT, president of Brandt Theatres, left here last night for the Coast.

•

GARSON KANIN, producer, will arrive in New York from England today aboard the "Queen Elizabeth."

•

DONALD HAYNE, writer, will arrive here today on the "Queen Elizabeth" from England.

•

OTTO EBERT, branch manager for RKO Radio in Detroit, has left there for Indianapolis.

•

JOSEPH ROSEN, Universal Pictures office manager in Detroit, will return there on Jan. 3 from Miami.

VV Filming in '55 in Many Areas Abroad

Filming in Paramount's VistaVision will be conducted in 1955 in many parts of the world by various production companies, in addition to Paramount. VistaVision filming is scheduled for England, France, Italy, Mexico, Hawaii and other areas.

Among those who will use the medium are Titanus and Lux in Italy, James A. FitzPatrick in Mexico, a French group which has engaged cinematographer Henri Alekan for the purpose, Carl Dudley in Hawaii and the J. Arthur Rank organization in England.

All pictures being made by Paramount in Hollywood and abroad are VistaVision productions.

Goldwyn, Jr., Starts First Film in March

HOLLYWOOD, Dec. 28—Samuel Goldwyn, Jr., announced today that his first independent production for United Artists release, "Sharkfighters," will go before the cameras here on March 1.

Later in the year, Goldwyn will film two other pictures: "Linnett Moore," based on a story by James Edward Grant which originally appeared in "The Country Gentleman," and "The Dancing Detective," a published story by Cornell Woolrich, author of "Rear Window."

M-G-M Staging 'Gala' Events

(Continued from page 1)

civic associations, merchants and other interests of the town are combining their efforts to pay tribute to the theatres for their all-year-round activities in bringing customers from surrounding areas for shopping purposes as well as, incidentally, to attend the theatres.

To mark the event, Robert C. Zimmerman, Secretary of State of Wisconsin, has issued a proclamation declaring January the "go to the movies month," and welcoming 1955 with M-G-M's slogan "Forward in '55." Herbert H. Graefe, manager of radio station WOKW at Sturgeon Bay, has volunteered special radio time to promote the continued and increased activity of the motion picture industry in the county, focusing the attention of the listeners on the key sentence, "Let's all go forward in 1955."

In Texas the group of seven theatres and the opening dates of "Bad Day at Black Rock" are as follows: Austin, Jan. 12; San Antonio and Dallas, Jan. 13; Fort Worth, Jan. 14; El Paso, Jan. 15; Amarillo, Jan. 19, and Lubbock, Jan. 20.

Anne Francis will visit each of the seven theatres for personal appearances the day before or on opening day.

In Denver, the triple celebration will be the opening of "Bad Day at Black Rock" on Jan. 19 and the M-G-M "Ticket Selling Workshop," Jan. 12 at the Cosmopolitan Hotel attended by members who will gather from the surrounding areas for the convention of the Rocky Mountain Council of Motion Picture Organizations the following day. For this occasion, John Ericson, who also appears in "Bad Day at Black Rock" will be on hand for the dinner at which George Murphy, M-G-M "Good Will Ambassador" and public relations head at the studio will act as toastmaster.

A state-wide motion picture celebration is scheduled for the New Haven world premiere, Jan. 26, of "Many Rivers to Cross" with Robert Taylor appearing in person.

3 N.Y. Cities Added To Liss' S-W Area

ALBANY, Dec. 28. — Joseph Liss, Massachusetts district manager for Stanley Warner Corp., will also supervise the circuit's seven theatres in Albany, Troy and Utica after Jan. 1, when zone manager Charles A. Smakwitz takes over his new duties in Newark, N. J.

Liss attended a meeting here, at which arrangements to close the zone offices on the second and third floors of the Strand Theatre building were made. They will be rented.

Part of the Albany zone operation has been handled from New Haven since 1952; a portion, from Newark. Totman will make regular visits to this section, too.

Production Drops To 24 on Coast

HOLLYWOOD, Dec. 28.—With only two new pictures starting and camera work being completed on 11 others, the total number of pictures in work dropped to 24.

Stated were: "The King's Thief," CinemaScope, Eastman Color (Metro-Goldwyn-Mayer); "The Vagabond King," VistaVision, Technicolor (Paramount).

Completed were: "Devil Goddess," "Terror In The Night," A. L. Stone, Inc., and "My Sister Eileen," CinemaScope, Technicolor (Columbia); "Hold Back Tomorrow," Hugo Haas (Independent); "Blackboard Jungle" (Metro-Goldwyn-Mayer); "I Cover The Underworld," (Republic); "Magnificent Matador," National Pictures-Primero, CinemaScope, Eastman Color (20th Century-Fox); "Canada's Great Manhunt," Bischoff-Diamond, and "Kiss Me Deadly," Parklane-Victor Saville (United Artists); "Kiss Of Fire," Technicolor (Universal-International); "The Sea Chase," CinemaScope, WarnerColor (Warner Bros.).

Italy Produced 152 Films This Year

The Italian motion picture industry continued its growth in 1954 with the production of 152 feature films during the eleven months from Jan. 1 to Nov. 30, IFE has reported. Sixty-one of these films, or more than half, were filmed in color and 43 were filmed under co-production agreements with the film industries of other nations.

The year also saw the beginning of the use of CinemaScope by the Italian film makers, with the production of three films utilizing that process. Six films were made for projection on panoramic screens and several productions are being readied for VistaVision filming in 1955.

In the first 11 months of 1954, 43 co-productions went before the cameras, France leading the field with 36 pictures, followed by Spain with three films, two with Germany and one each with Japan and Egypt.

Of the 61 films shot in color, 30 were in Ferraniacolor, fifteen in Eastmancolor, eleven in Technicolor, three in Gevacolor and two in Warnercolor.

Mexican Distributor Expanding Services

MEXICO CITY, Dec. 28.—Peliculas Nacionales, independent distributor of Mexican pictures in Mexico and abroad, has been transformed into a "company of public interest" (semi-official) for the explained purpose of permitting all producers who want systematized distribution in Central and South America to avail themselves of its services. Previously, only producers who were stockholding members enjoyed those services. Peliculas is inviting all producers to join it, via stock subscription.

The new Peliculas will have an ultimate capital of $1,280,000, of which $720,000 has already been provided.

Says Many Offers For 'Guys & Dolls'

HOLLYWOOD, Dec. 28. — More than a half-dozen distribution offers for handling the forthcoming "Guys and Dolls" have been made to Samuel Goldwyn, a spokesman said today, but the producer is undecided on a final plan. The spokesman commented that chances that RKO will distribute are slight.

Folsom Cites Gains Of TV; Hits Set-Tax

Television attained new heights in 1954 as more than 90 new stations went on the air, according to the year-end report of Radio Corporation of America issued by Frank M. Folsom, president, who pointed out that the consumer demand for TV receivers led to a 7,000,000 volume in set sales for all manufacturers.

Regarding color TV, Folsom cited the "many millions of dollars" used in the development of this medium, but stated that "it will cost the industry many millions more to get color television to an enlarged American audience."

Folsom called the current tax on color TV sets unfair, and declared, "I think the Government would do well not to try to harvest the field at least until the industry has completed sowing it."

Anti-Red Resolution Loses in WGA Vote

HOLLYWOOD, Dec. 28. — The constitutional amendment barring from membership Communists or other persons who refused answers to questions put by Congressional committees investigating Communism failed by three votes to obtain the required two-thirds vote in the mail referendum conducted by the Writers Guild of America, a final audit of ballots last night disclosed.

WGA East and WGA West had voted separately on the proposition, pooling their ballots for a combined tally which was not broken down by the auditors.

The same or a similar anti-Communist resolution will be presented at the membership meeting in April, it is understood.

Both Sides Must List 16mm Case Witnesses

HOLLYWOOD, Dec. 28.—Attorney Samuel Flatow, who will conduct the Government's prosecution of 12 defendants in the 16mm. case, which goes to trial Sept. 6th, today disclosed that a pre-trial order signed by Federal Judge Harry C. Westover two weeks ago requires the Government to furnish a list of its witnesses in the case 30 days before the trial date and that defendants furnish similar lists 15 days before the trial.

As earlier reported, the Government must disclose to defendants the documents it intends to use in the case on or before March 10.

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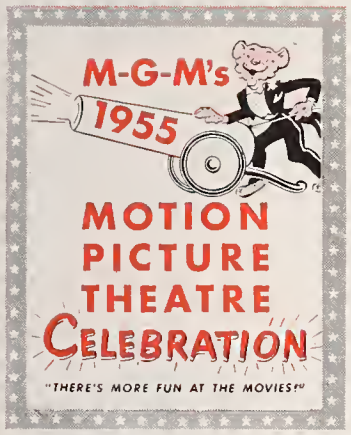
IT'S A GOOD DAY WHEN "BAD DAY" COMES YOUR WAY!



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THE YEAR'S SUPREME SUSPENSE DRAMA!

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Unexpected, thrilling! Something happens that you've never seen before. Down a deserted trail at midnight plunges the jeep with the stranger and the blonde marked for doom—but suddenly it happens! See for yourself the thrill climax of the year.

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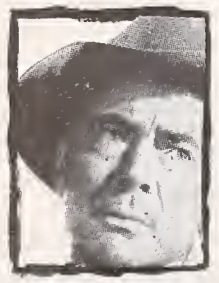
BAD DAY AT BLACK ROCK

THE STRANGER! He came from nowhere on an errand of mystery!

THE KILLER! Slim and cold and lethal as a steel bullet!

THE BLONDE! A white-hot jet of flame in tight blue jeans!

THE KID! Haunted by a horror out of his own past!



THE SHERIFF! With a tin badge over his frightened heart!

THE DOCTOR! The town wit—and its conscience!

co-starring -

ANNE FRANCIS · DEAN JAGGER · WALTER BRENNAN
JOHN ERICSON · ERNEST BORGNINE · LEE MARVIN · RUSSELL COLLINS

Screen Play by MILLARD KAUFMAN · Adaptation by DON McGUIRE Based On a Story by HOWARD BRESLIN · Photographed in EASTMAN COLOR

Directed by JOHN STURGES · Produced by DORE SCHARY · An M-G-M Picture

EDITORIAL

In Praise of CinemaScope

By Sherwin Kane

OFFICIALS of 20th Century-Fox, particularly Spyros Skouras, Al Lichtman and Charles Einfeld, may be pardoned should their justifiable pride and satisfaction in the accolade handed them this week by the American Newspaper Publishers Association Bureau of Advertising for the successful sales campaign on CinemaScope show through their customary restraint.

It is not often that that particular source is inspired to encomiums for achievements, however deserving, in the field of motion pictures. In fact, this is the first time a motion picture company has been singled out for praise of this kind by the ANPA's Bureau of Advertising.

The story of the Bureau's commendation, reported in detail in this issue of Motion Picture Daily, pays special tribute to the showmanly technique that not only launched CinemaScope and "The Robe" so successfully but also, in the words of the Bureau, "helped to revive the movie industry's confidence" in itself at a time when it was being sorely tried.

It is a fitting commendation, as satisfying as it is genuinely deserved.

Field Develops New Variable Anamorphic

CLEVELAND, Dec. 28. — A new variable ratio anamorphic lens which is said to be adaptable to any front shutter mechanism has been developed by Irving Field, in accordance to his own original optical formula, it was reported here.

To devote all of his time to the manufacture and sale of the lenses, Field is bowing out of the exhibition field by not renewing his lease on the Cortland Theatre in Cortland, O.

Field claims that the lens allows for the penetration of superior light, depth of focus and ease of operation. Also, that it is fully adaptable to any front shutter mechanism with no additional attachments.

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Sees Strong '55 for Free World

(Continued from page 1)

adoption of new techniques, namely CinemaScope, both by producers and theatres, and better pictures will contribute to the higher level of industry prosperity next year.

Asked whether enough pictures now are being produced, Skouras replied in the negative. "We need more, but better pictures," he declared, saying that his company plans to release 30 "top grade" pictures next year, as previously announced. With one or two possible exceptions, he added, all will be in CinemaScope. From 20 to 24 of the 30 releases, he explained, will be done by the 20th-Fox studio.

'Scope Activity in Europe

Reporting on his European trip, the purpose of which was to confer with foreign producers, Skouras said the results were far better than he expected. He estimated from 50 to 75 motion pictures will be produced in CinemaScope in 1955 in Europe, including Great Britain, on the basis of his conversations. Right now, he added, there are from 12 to 15 CinemaScope productions being made and another 15 to 20 in preparation.

Regarding theatre installations, Skouras said stereophonic sound is being installed with CinemaScope by a proportionately larger number of theatres in Europe than in the U.S. He held that the business done in stereophonic sound equipped theatres both here and abroad is greater than in optically-equipped sound CinemaScope theatres.

Visiting Britain, Sweden, France, Germany, Italy and Spain, Skouras stated that by the end of the year, there will be over 3,000 theatre installations in Europe and he estimated that by the end of July, 1955, the number will grow to 7,500. In the U.S., he went on, by the end of the week there will be 10,500 theatre installations, 4,000 of which are equipped with stereophonic sound.

Regarding technical improvements, Skouras said progress is being made to improve the CinemaScope taking lens. He also said that the process involving the use of a "dupe" negative to ease the print shortage in England has been worked out successfully.

Estimates Foreign Earnings

He estimated gross foreign earnings this year for 20th-Fox will amount to $41,400,000, compared to the foreign gross of $38,000,000 in 1953. Domestic gross for 1954 was estimated by Skouras at over $65,000,000 compared to $67,000,000 in 1953, when 40 pictures were released, compared to the 31 this year.

Asked about his sentiments of selling the company's old releases to television, Skouras replied that "our success and future depends on the prosperity of theatres." Until theatre entertainment is so vastly superior to what is offered on television, he did not think film companies should take such a step. Skouras indicated that such a situation does not exist today.

He volunteered a similar response to the toll TV question.

Returning to the foreign field, Skouras said 20th-Fox has invested $7,000,000 to stimulate by underwriting the production of CinemaScope equipment abroad. He said by next year, he hopes that the company will be able to liquidate its investment.

Sees 'Second Best Year'

Twentieth-Fox, he continued, has a financial interest in only five or six of the CinemaScope productions planned abroad. Asked how the company's earnings are in England since 20th-Fox decided to sell away from the J. Arthur Rank Organization, Skouras said at the beginning earnings were adversely affected, but by 1955 he foresaw the second best year for the company there since 1946.

In England, Skouras estimated the number of CinemaScope theatre installations at 500 and at the end of July they will run to 1,500. He said 20th-Fox lawyers are continuing negotiations with the Gaumont board of directors, opposing plans to alter Gaumont's articles of agreement.

'Scope Advertising Lauded

(Continued from page 1)

dent, Spyros Skouras, declared: "If we want to help recreate the habit of the public going to see good movies, we've got to start now. As far as I'm concerned, CinemaScope is it."

Despite its supreme confidence that this was "it," the company had no illusions that success would be automatic. A 20th Century-Fox advertising man, quoted in the Bureau pamphlet, said as he looked back at CinemaScope's first big promotion project:

"Our job was cut out for us. But what a job! Not only did we have an expensive motion picture to sell ('The Robe,' first full-length CinemaScope production), but we had to introduce a new product, educate the public to a new type of motion picture screen, make them accept a sight-and-sound revolution that was the biggest thing since the coming of the talkies."

Advertising—the bulk of it in newspapers—was picked to carry the major share of the promotional load.

Weeks before "The Robe's" formal premiere in New York, the city's newspapers "carried lavish advertisements" heralding both the new picture and the new photographic technique, the Bureau's story relates. The formula worked, new boxoffice records were set for the industry, and "The Robe" — and CinemaScope — were smash hits, the story declares. "The Robe" was promoted similarly across the country when it opened in other cities—and with similar success.

The same formula—heavy promotional drives with powerful, carefully-planned newspaper campaigns as the spearhead—was applied to subsequent CinemaScope productions, such as "Prince Valiant," "The Egyptian," "Three Coins in the Fountain," and "Woman's World." And all, says the Bureau account, "achieved big grosses in every type of playdate."

And Skouras, commenting in the Bureau of Advertising's brochure on the many factors behind CinemaScope's success, placed newspaper advertising "at the top of our list."

Einfeld Is Quoted

Charles Einfeld, the company's advertising director, long experienced in promotion and exploitation, saw the year's success as a re-emphasis of the power of newspaper advertising in the motion picture business. The Bureau's brochure quotes him thus:

"We learned our lesson with 'The Robe.' We've been sticking to our formula ever since. It recognizes the fact that the newspaper is the backbone of any movie ad campaign. In big cities and small towns alike, people look to the amusement page of their local paper before they go out to buy a movie ticket. That's the big reason why we depend so strongly on newspapers."

This strong dependence on newspapers, Einfeld added, is a major factor in the current success of "There's No Business Like Show Business," and the same promotional pattern "will be very much in the picture" as new CinemaScope productions are released.

Lederer Promoted

Mort Blumenstock, Warner Brothers vice-president in charge of advertising and publicity, announces the promotion of Dick Lederer, of the company's advertising staff, to copy chief of the department under Gil Golden, advertising manager. Lederer came to Warners in 1950 from Columbia Pictures copy department.

Eidophor

(Continued from page 1)

industry demonstrations of the new Eidophor models next year.

The industry shows, he went on, will be a sequel to private company demonstrations to insure perfection of the new prototype model, now being worked out by engineers of General Electric, the company which will manufacture the equipment.

Skouras declined to spell out programming plans that 20th-Fox may have for the medium, other than to throw out the question of "how wonderful it would be if theatres could receive a color telecast of the opera in CinemaScope proportions in their theatres."

Col. Promotions

(Continued from page 1)

Klein, for many years a salesman in the San Francisco branch, has been named manager of San Francisco, under the supervision of Northwestern division manager L. E. Tillman, and that Sam McFadden, salesman in Salt Lake City, has been named manager of that branch, succeeding Green.

Whitcher, Safron Promoted

Mon Whitcher, salesman in the Dallas exchange, has been named manager of that branch, under the supervision of Southwestern division manager Jack Underwood, and Jerome Safron, salesman from the Minneapolis branch, has been named manager of the Cleveland exchange, succeeding the late Oscar Ruby. Safron will be under the supervision of mid-Eastern division manager Sam Galanty.

Concluding his announcement, Montague revealed that John Winberry, for many years a salesman in New Orleans, will be named manager of the Houston branch which the company will establish shortly.

Critics Pick

(Continued from page 1)

her performances in "The Country Girl," "Rear Window" and "Dial M for Murder," Grace Kelly was voted the year's best actress.

Sixteen critics voted in the poll and, in all categories, a two-thirds majority was necessary. The winning picture received 12 votes on the first ballot, Brando received 11 on the first ballot and Miss Kelly took 12 on the second ballot.

Runners-up for the best picture award were "Romeo and Juliet," "The Country Girl" and "Carmen Jones." Contenders for the director's honor were Edward Dmytryk, Renato Castellani, Otto Preminger and Alfred Hitchcock. Best actor runners-up were James Mason, Edmond O'Brien and Humphrey Bogart. June Allyson, Audrey Hepburn, Eva Marie Saint and Judy Garland were the runners-up in the best actress category.

First Japanese Film to Win

It was the first time in the history of the critics' society that a Japanese picture, "Gate of Hell," took first place in the foreign film bracket.

Participants in the poll were Bosley Crowther, A. R. Weiler and Howard Thompson, "Times"; Otis Guernsey, Jr., Joseph Tilpihodna and Paul Beckley, "Herald Tribune"; Leo Mishkin, "Morning Telegraph"; Kate Cameron, Wanda Hale and Dorothy Masters, "Daily News"; Alton Cook, "Telegraph & Sun"; Archer Winsten and Irene Thirer, "Post"; Jane Corby, Brooklyn "Eagle"; Rose Pelswick, "Journal-American," and Frank Quinn, "Daily Mirror."

The awards will be presented late in January at Sardi's.

Toronto Critic Selects Top Ten in Canada

TORONTO, Dec. 28. — Indicative of Canadian taste is the publication of the first list of the year's "Best 10" features here, a compilation of Critic Clyde Gilmour of the Toronto "Telegram" for "MacLean's" Magazine.

Gilmour's selections are: 1. "A Star Is Born"; 2. "The Little Kidnappers"; 3. "Seven Brides for Seven Brothers"; 4. "It Should Happen to You"; 5. "Knock on Wood"; 6. "Executive Suite"; 7. "On the Waterfront"; 8 "Romeo and Juliet"; 9. "The Joe Louis Story"; 10. "Riot in Cell Block 11."

His choice of best actress was Judy Garland, for her performance in "A Star Is Born," and for best actor Humphrey Bogart in "The Caine Mutiny."

Says Product for Teen-Agers Needed

HOLLYWOOD, Dec. 28.—Sid Lehman, president of Exhibitors Service Corp. here, which buys and books for 52 theatres, told Motion Picture Daily in an interview that the fewer-but-bigger film production policy does not adequately serve all patrons.

"We need all the A-minus and B-plus product we can get," he said. "In particular, we need pictures that appeal strongly to teen-age patrons, and we need films with smart dialogue — product that sends patrons home in a happy frame of mind."

Low-Budgeted Pictures

(Continued from page 1)

cause a shortage. If I thought it profitable for Universal to produce two more pictures in 1955, wouldn't I do everything in my power to add the two films?" he questioned.

Costs of Universal pictures have been raised materially in order to hold and to improve "our position in today's highly competitive market," he continued, adding that never in the history of the motion picture business has there been such a supply of good pictures in release as there is now. It is in this market that you must compete, he stressed.

There is no room for "quickies," he went on. On the contrary, he contended, in the current market you must start out with a story of substance and you can't purchase stories as you would groceries, buying more as you need them. The public has set that policy, not the studios, he declared.

Says Several Factors Enter

The factors limiting the possibility of making a profit on low-budgeted pictures, Feldman went on, are that production costs are up and the market for these pictures is narrow and continues to grow narrower in proportion to the big pictures being released. And, he continued, the possibility of liquidating costs on a small picture is reduced in the Metropolitan centers throughout the country where distributors ordinarily get the largest amount of revenue. The big situations in Metropolitan centers, he explained, want the big picture, playing those pictures single bill, depriving the small picture of what used to be its most lucrative market.

The product situation is definitely a problem for those exhibitors who have frequent changes of bill during the week, Feldman acknowledged. Asked if in his opinion a product shortage does exist, Feldman responded that the question is not whether "you have a product shortage but whether you can make more pictures at a profit."

"I don't think there are any stories not being made today that should or could be made profitably," he declared. In this business, he continued, there are many, many people who know the market and every company knows the possibilities. Anytime there's a gambling chance to make a picture that will show a profit, there are people who will take that chance, he contended.

Strict Attention to Grosses

All producers and their sales departments are in constant discussion on what's going on in the market, he added. There never was a period when grossing reports on pictures were given more attention, he stressed. It's a daily evaluation, not a six-month get-together on pending problems, he stated.

He went on to state that a producer, unlike an individual exhibitor, must think in terms of the general market rather than his own particular needs.

If there is a market for many more pi tures, low budgeted ones in particular, Feldman stressed that the industry operates on a free enterprise system and allows anyone to engage in production and make the necessary investment. He also mentioned the current challenge to the "creative end of our business to deliver great properties."

Cites 'Over-Seated' Cities

Returning to the question of whether there is a product shortage, Feldman said that description fits the situation of a segment of exhibitors, those in "over-seated" cities as well as those faced with frequent changes.

With film companies currently offering the best product in the history of the business, Feldman said it was his sentiment that "we should be cheering" instead of engaging in recriminations.

A-A Able to Make More 'Big' Ones

HOLLYWOOD, Dec. 28. — Commenting on the fewer-but-bigger production policy, Walter Mirisch, Allied Artists executive producer, pointed out that A-A is producing "bigger pictures and more of them than in former years, and is in a position to increase the number if the market demand warrants."

Santana

(Continued from page 1)

ally, a contract for Bogart which would call for his appearances in six films to be made by Columbia.

Bogart today was signed by 20th Century-Fox for the starring role in "The Hand of God," to be produced by Buddy Adler from the novel by William E. Barrett. Edward Dmytryk will direct the film.

Writer Sues Lippert For Infringement

Claiming that Lippert Pictures and Lippert Productions infringed on his copyrighted story, "The Rocket," John Welz, a writer, yesterday filed suit in New York Federal Court. Welz claimed that the Lippert companies infringed on his material in the production of "Rocket Ship XM."

An injunction, accounting and damages sustained are asked by the plaintiff.

Bryan, Weber

(Continued from page 1)

position of vice-president, will also continue with his duties as treasurer of the corporation as will Weber with his duties as corporation attorney, assistant treasurer and assistant secretary.

At the same time Skouras announced the appointment of Irving Palace to the office of corporation comptroller.

Republic Screening 'Doctor' on Jan. 5

The J. Arthur Rank Organization presentation, "Doctor in the House," which Republic is releasing early next year, is being screened for exhibitors at the company's home office projection room on Jan. 5 at 10:00 a.m., 2:30 and 8:30 P.M.

"Doctor in the House," in color by Technicolor, is an adaptation of his own novel by Richard Gordon.

National Pre-Selling

UNIVERSAL International has developed a joint promotion with "Coronet" on "So This Is Paris," as part of U-I's national magazine advertising campaign on the picture, which included a full page color ad in the January issue.

"Coronet" prepared special copies of the January issue with a four-page colored insert placed ahead of page one. The front covers of the 20 national magazines used by U-I for their campaign on "So This Is Paris" are reproduced on the insert. These magazines have a combined readership of 150,000,000. A special notation was printed on the front cover calling attention to the insert. Copies were mailed to key exhibitors, bookers and buyers across the nation.

•

"Life's" current issue devotes a two-page spread to four musical pictures now in release: "Deep In My Heart," "So This Is Paris," "Three for the Show" and "There's No Business Like Show Business." "Life" calls attention to the highlights of each of these pictures.

•

Paramount's "Three Ring Circus," starring Dean Martin and Jerry Lewis, has been selected as "Seventeen's" picture of the month for January.

•

In the January issue of "Woman's Home Companion," Philip Hartung's list of "Companion Family Approved Movies" are: "The Country Girl," "Phffft," "Track of the Cat," "The Beachcomber," "Animal Farm," "The Voice of Silence" and "Black Widow."

•

McCall's starts off 1955 with two different covers on its January issue: a photo of Grace Kelly, star of "The Country Girl," and a "Do-It-Yourself" cartoon drawing. Half of the issue was printed with the Grace Kelly cover and the other half with the cartoon. McCall's readers are asked to vote for the one they like better.

In the same issue six pages are devoted to a personality story about the star of "The Country Girl."

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"VERA CRUZ"

THE WORLD'S FIRST MOTION PICTURE IN SUPERSCOPE IS SUPER-ENTERTAINMENT!

And, it's the Biggest Grosser in UA history.

Add it up, Mr. Exhibitor: SUPERSCOPE—GARY COOPER—BURT LANCASTER—TECHNICOLOR—GREAT ADVENTURE—MAGNIFICENT SPECTACLE—CAST OF THOUSANDS—2 YEARS IN THE MAKING—$4,000,000 TO PRODUCE.

Yes! Add it up—and it's certain to be one of the all-time boxoffice greats!

HAROLD HECHT presents

GARY COOPER · BURT LANCASTER in "VERA CRUZ"

co-starring DENISE DARCEL and CESAR ROMERO with GEORGE MACREADY · ERNEST BORGNINE and introducing SARITA MONTIEL

Screenplay by ROLAND KIBBEE and JAMES R. WEBB · Story by BORDEN CHASE · Produced by JAMES HILL · Directed by ROBERT ALDRICH

A HECHT-LANCASTER PRODUCTION

SUPERSCOPE

COLOR BY TECHNICOLOR

thru UA

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 125 NEW YORK, U. S. A., THURSDAY, DECEMBER 30, 1954 TEN CENTS

Explain Details

COMPO Poll Group Report DueNextWeek

Committee Members to Meet With Triumvirate

Details in connection with the audience poll project of the Council of Motion Picture Organizations will be discussed with the COMPO triumvirate, possibly next week, by a group representing the poll committee. It is not expected that the full poll committee will be present.

Mechanics of the audience survey have been in the process of formation since the committee met in New York on Dec. 12 and the various aspects of the project will be submitted to the three-man directorate for approval or amendments.

It was recommended that the poll be held from next Thanksgiving Day to Dec. 7. The pictures eligible for vote will be those released and publicly exhibited between Nov. 1, 1954, and Nov. 1, 1955.

MGM Sets 14 'Workshops'

With 14 definite dates set, M-G-M's "Ticket Selling Workshops" are gaining momentum in the number of requests for these institutional gatherings, not only in key city areas but also in numerous other towns which lend themselves to centralized points of location for exhibitors unable to conveniently meet at exchange points, according to M-G-M. More than 5,000 exhibitors and affiliated interests are expected to meet at the 14 meetings now definitely scheduled by Mike Simons, director of customer relations for M-G-M.

The program of meetings confirmed so far begins Jan. 12 and continues until June 13, with three Workshops set for January, two for February, three for March and as many for April, two for May, and one in June. The list is not conclusive by any means, according to Simons, who adds

(*Continued on page* 4)

'Motion Picture Herald-Fame Poll'

Exhibitors Vote John Wayne No. 1 'Money-Making Star'

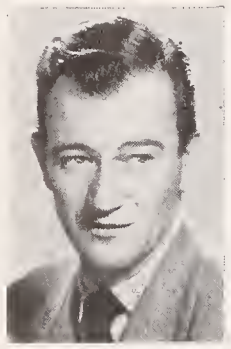
The nation's exhibitors voted John Wayne the No. One "Money-Making Star of 1954 in "Motion Picture Herald's" 23rd annual poll. The results of the balloting are tabulated in the Jan. 1 issue of the "Herald."

It is a repeat performance for Wayne. But it took 23 years for a No. One winner to bounce back after having been displaced. Wayne held the peak position in 1950 and 1951.

The nine runners-up (and it was mighty close in some cases) were in order: Dean Martin and Jerry Lewis, Gary Cooper, James Stewart, Marilyn Monroe, Alan Ladd, William Holden, Bing Crosby, Jane Wyman, and Marlon Brando.

It was the first appearance in the poll for Holden, Miss Wyman and

(*Continued on page* 4)



John Wayne

Hawkins Again Wins UK Poll

By PETER BURNUP

LONDON, Dec. 29.—Jack Hawkins again took the top position in the British field in "Motion Picture Herald's" 1954 poll of Money-Making Stars. British exhibitors put him on the highest perch last year, too.

Jack Hawkins

Immediately following him in the British balloting were Dirk Bogarde, Norman Wisdom, Glynis Johns, Kenneth More, Alec Guinness, Anthony Steel, Ronald

(*Continued on page* 4)

Status Quo for RKO Pictures

RKO Pictures should enter the new year as a shell of a corporation whose only assets consist of cash, the residue of the monies received from Howard Hughes when he purchased RKO Radio Pictures from the then parent RKO Pictures company.

At the end of the business day tomorrow, the expiration period of the

(*Continued on page* 4)

Theatre Groups Now Outside NLRB Orbit

From THE DAILY Bureau

WASHINGTON, Dec. 29.—The general counsel of the National Labor Relations Board has decided that the board should no longer assert jurisdiction over the labor relations of an association of motion picture theatre owners because the pattern of bargaining has changed from an association-wide one to one of individual theatre contracts.

The counsel's decision, made public today, did not name the association involved. This is in keeping with a long-standing policy.

According to the announcement, an

(*Continued on page* 6)

New Year's Eve

Big Broadway Business Seen For Weekend

Expect 'Country Girl' to Break Criterion Record

Continued robust business along Broadway here for the New Year's holiday weekend was seen in the offing yesterday as most first-run houses along the main stem prepared to run extra shows New Year's Eve, with small increases in admission prices.

As the New Year approached, a number of situations found their earlier estimates of Christmas business too conservative. At the Criterion, "Country Girl" for its second week will break the 17-year grossing record for the house with a fabulous $67,000 registered. "There's No Business Like Show Business" at the Roxy will hit a mammoth $142,000 for the second week, instead of the $136,000 previously estimated.

At Radio City Music Hall, lines of six blocks long have been forming regularly each day of the Christmas season, resulting in capacity business. Hold-outs also mark the business at the Criterion and Roxy and a few other situations.

However, yesterday afternoon's rain had a dampening effect on the hold-

(*Continued on page* 3)

See 'Program Film' Wanted

From THE DAILY Bureau

HOLLYWOOD, Dec. 29.—H. J. Yates, Republic Pictures president, and Hal R. Makelim, independent producer, contributed viewpoints today to the industry-wide discussion on whether or not there is a profitable market today for so-called low-budget or program pictures, for which all classes of exhibitors are asking.

Yates said: "Republic has always invited exhibitor cooperation, through its exchange branch managers, in planning its production program. This arrangement has proven profitable

(*Continued on page* 2)

Happy New Year ★ United Artists

Personal Mention

JEROME PICKMAN, Paramount advertising-publicity vice-president, will return to New York tomorrow from Hollywood.

•

SAM ROSEN, vice-president of Stanley Warner, and HARRY GOLDBERG, S-W advertising and publicity director, returned here yesterday from Montreal. LESTER ISAAC, S-W's director of Cinerama exhibition operations, is due here today from Montreal.

•

MARTHA M. QUIGLEY, daughter of MARTIN QUIGLEY, was married yesterday to JOHN BURLINSON, JR., at the Church of St. Thomas More in New York City.

•

JAMES M. CONNOLLY, 20th Century-Fox Northeastern division manager, has been elected chairman of the Boston Public Library System for 1955.

•

RICHARD MEALAND, managing director of Paramount British Productions, Ltd., has arrived in New York from London.

•

ERNEST SAND, Warner Brothers branch manager in Cleveland, has left there for Florida to rest up following surgery.

•

SAM FRITZ, manager of the Hillard Square Theatre, Cleveland, is the father of a daughter born to MRS. FRITZ on Christmas Day.

•

HOWARD MINSKY, Paramount Mid-East division manager, was in New York yesterday from Philadelphia.

•

JOHN H. BURROWS, producer, will leave Hollywood by plane today for New York.

Makelim's Kaufman Touring Key Cities

CHICAGO, Dec. 29. — Herbert Kaufman, representative of Hal R. Makelim, left here today for Cincinnati, New York, Boston and Washington for meetings with exhibitor groups on the Makelim plan. He will continue on later for a circuit of Southern cities.

Nick Kounaris, 61

HARTFORD, Dec. 29. — Nick Kounaris, 61, partner in the Kounaris-Tolis Theatres, operating the Newington, Newington, Conn., and Meriden, Meriden, Conn., is dead. Funeral services were held today at New Britain, Conn.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Friday, due to office closings throughout the industry in observance of New Year's.

Program Films

(*Continued from page* 1)

to both parties. In 1955 Republic will maintain a flexible policy, and will try to produce pictures which will answer exhibitor demands for specific types of product."

Taking sharp issue with contentions that "program" pictures no longer earn their way or serve any useful purpose in the industry, Makelim told MOTION PICTURE DAILY: "In my personal contacts with more than 6,500 exhibitors this year it has been the complete concensus that they need more pictures—good pictures, that is, not little, junk pictures, but not all epics either.

"Big, multi-million-dollar productions are indispensible, of course, and they perform a vital function for the industry, but there are 18,000 theatres in the U. S. that can't survive on any fewer-and-costlier system that can be devised.

"There are 160,000,000 people in this country to be entertained, and they all are entitled to a steady supply of good, not strictly super-budgeted, motion pictures."

Operators' Strike Settled in Albany

Special to THE DAILY

ALBANY, Dec. 29.—The Grand is scheduled to be reopened on Friday by lessee-proprietor Paul V. Wallen, after a 25-day darkout due to a strike in which the projectionists supported the stagehands. The agreement with Stage Local No. 14, IATSE, provides that one man be employed, but also conditions that the light board be dismantled and the switching be done from the front of the theatre by other employees. It is understood that rewiring will be required for this operation.

Holding out for one man, rather than the long-time two, Wallen refused to take a replacement in the switch-over that came in the wake of Henry Harris' retirement at the Strand. Harris had been a member of the stage union 52 years, a number of them as president and business agent. The local claimed a lockout and started to picket the "B" first-run, which Wallen, ex-manager, leased for 10 years from Fabian circuit last September.

Originally, the projectionists passed the pickets, but their local, 322, voted to back up the stagehands, if the controversy was not settled by the deadline.

'Long Gray Line' Set for D.C. Bow

Harry Cohn, president of Columbia Pictures, and Sol A. Schwartz, president of RKO Theatres, announced jointly yesterday that the world premiere of Columbia's Technicolor CinemaScope production, John Ford's "The Long Gray Line," starring Tyrone Power and Maureen O'Hara, will take place early in February at the RKO Keith's Theatre in Washington.

Theatres Won't Pay For 'B's: Lippert

HOLLYWOOD, Dec. 29. — Producer Robert L. Lippert, asked to comment on the fewer-but-bigger film production policy, told Motion Picture Daily: "Exhibitors say they want more program pictures but they won't pay for them, so nobody is going to produce them."

Commerce Dept. Post To Thomas S. Mohr

From THE DAILY Bureau

WASHINGTON, Dec. 29. — Thomas S. Mohr, administrative assistant to the general manager of the Taylor Instrument Companies of Rochester, has been appointed deputy director of the Scientific, Motion Picture and Photographic Products Division of the Commerce Department's Business and Defense Services Administration.

This was announced by BDSA administrator Charles F. Honeywell. Nathan D. Golden is head of the division.

Mohr will be on leave from his Taylor position while he serves a stint of some six months with the government. He succeeds Richard G. Woodbury, of the American Optical Co., as deputy director of the film division. Woodbury will continue to act as a consultant to the division.

Matsoukas Ad Chief For 'Oklahoma'

The appointment of Nicholas John Matsoukas as national director of advertising, publicity and exploitation of "Oklahoma!" in Todd-AO was announced yesterday by George Skouras, president of Magna Theatre Corp.

Matsoukas is also director of advertising for Skouras Theatres and United Artists Theatre Circuit, Inc.

Following his appointment, Matsoukas left for Hollywood for a series of conferences regarding the advertising plans for "Oklahoma!"

Rodgers and Hammerstein's production of "Oklahoma!" in Todd-AO, will be world premiered in New York City in the early part of May.

All advertising will be placed through Donahue & Coe, New York.

Ascher to Produce 2 Musicals Abroad

Stanley Ascher has scheduled two film musicals for production in Europe. The first will be "Rendezvous in Paris," the latest work from the pen of Rudolph Friml. Production will start in the late summer or early fall.

This will be followed by Erich Korngold's musical, "Silent Serenade," with screenplay by Victor Clement. Ascher plans to produce this some time in the spring of 1956.

Ascher currently is arranging for the production in Spain of Rouben Mamoulian and Maxwell Anderson's "Carmen and Jose," to be made in the late spring of 1955.

News Roundup

Royal Hosts

Two hundred members of New York society were the guests of the Duke and Duchess of Windsor and 20th Century-Fox last night at a screening of "There's No Business Like Show Business." The program was held in the company's Little Theatre.

■

New P.R. Company

A new public relations firm has been formed on the Coast by Walter Compton and Duffy Cornell. Compton, a past president of the Publicists Guild, formerly held publicity posts with Republic, United Artists and RKO. Cornell previously was managing editor for Hearst newspapers in Chicago and Los Angeles.

■

Set Industry Ads

The motion picture industry in general and the VistaVision camera in particular has inaugurated a series of large-space newspaper advertisements by the California Bank calling attention to the state's vital industry.

■

ABC Modernizing

Sir Philip Warter, chairman of Associated British Picture, has announced that the company's theatre group—Associated British Cinemas—will spend £3,000,000 in three years to modernize the circuit.

■

Canadian TV Expense

Canadians have spent more than $200,000,000 for TV sets this year. There are 1,000,000 sets in Canada, according to Aurele Seguin, director of the French Network for CBC.

Rudy Rudisill Dead

ATLANTA, Dec. 29. — Funeral services for W. H. (Rudy) Rudisill, Sr., 55, were held at College Park Methodist Church yesterday. He was a World War II veteran and active member of the American Legion. He had been associated with the film exchanges in Atlanta for the past 35 years. At the time of his death he was branch manager of the Atlanta office of Kay Film Co.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"DEEP IN MY HEART"
In Glorious COLOR starring
JOSE FERRER • MERLE OBERON • HELEN TRAUBEL
An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

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People

A. S. Moore, Jr., of the Texas Theatre, Greenville, Tex., and **Jack Lilly,** of the Palace, Commerce, Tex., arranged a special welcome and banquet for House speaker Sam Rayburn in Greenville last week, as part of Texas COMPO's policy of maintaining active contact with members of Congress.

¤

R. C. Mann has purchased the Allston Theatre property, Allston, Mass., from American Theatres Corp.

¤

Irene Smith, secretary to **Charles A. Smakwitz** for 14 years in Albany, will continue in that post when Smakwitz becomes Stanley Warner zone manager in Newark.

¤

Charles Sims, formerly with Stevens Pictures in Atlanta, has joined the Dixie Theatre Supply Co. there as a sales and service representative.

¤

Stanley Adams, president of ASCAP, will discuss music activities for the blind as part of the program, "The Living Blackboard," over Station WPIX on Jan. 4.

¤

Horace Deming, Carl Floyd, Jim Partlow, Sam Manning and **Fred Adams** are partners in the Colonial Plaza Drive-in, now under construction near Orlando, Fla.

¤

Mack Jackson, theatre owner of Alexander City, Ala., and a member of the TOA board of directors, has returned to his home from Birmingham where he underwent an operation on his eyes.

¤

Rhoda Koret has resigned from the Cleveland Columbia exchange to join the newly opened Buena Vista office headed by **Leo Greenfield.**

¤

John Oliver has resigned as one of the Paramount bookers in Cleveland to go into another business in Miami. He has been replaced by **Sam Wyman.**

Form Ardee Films For Foreign Pictures

The formation of Ardee Films, Inc., which will distribute foreign pictures in the United States and produce English language pictures abroad, was announced by Richard Davis, president of the new company and owner of the Fine Arts Theatre.

Initial film for release by Ardee, which has already acquired a backlog of foreign product for distribution here, is "Holiday for Henrietta," French director Julien Duvivier's latest production. Dany Robin, Hildegarde Neff and Michael Auclair star in the picture which will have its American premiere at the Fine Arts Theatre following the current engagement of "The Detective."

Field Reports 'Mixed' Grosses

The box-office in key U.S. cities set a fairly healthy pace this Christmas week, according to field reports received from MOTION PICTURE DAILY correspondents.

Business at Stanley Warner theatres in Albany, Troy and Utica, where "3 Ring Circus" headed the bills, was described as "wonderful and amazing."

Patronage at Fabian's Palace in Albany, where "Hansel and Gretel" was the chief attraction, did not measure up too well. However, the 3,660-seat Albany Theatre expects a smashing week with "There's No Business Like Show Business," which opened yesterday at special scale of $1 top.

Albany Dual Strong

The Albany Correspondent reported that the Ritz, which takes "3 Ring Circus" Friday, on a move-over attracted surprising weekend trade with "Port of Call" and "Bowery to Bagdad."

The Delware, S-W art house, did not pull Christmas Day with "Man With a Million," but rebounded Sunday. The S-W second-run Madison also came back after a so-so Saturday.

"3 Ring Circus" was also reported to have clicked at Proctor's, Fabian first-run in Schenectady, at Schine's Glove in Gloversville, and elsewhere. Weather during the holiday week has been generally favorable.

CHARLOTTE, N. C.—Better than average business was reported by Charlotte theatres for the Christmas weekend.

At both the Center and Manor theatres every seat was sold out for all performances except the first one Christmas afternoon. The Center is playing "Vera Cruz," and the Manor "20,000 Leagues Under the Sea," both films having very early engagements here.

Top business was also reported at the Carolina and Imperial theatres where "Young at Heart" and "3 Ring Circus" are showing.

The best pre-Christmas in history was reported by the Plaza theatre where "Destry" is playing.

CINCINNATI—Figures for the current Christmas week are well in the upper brackets and exhibitors anticipate a continuance of even better business in the weeks ahead. They base their optimistic outlook on the favorable general economic improvement predicted for the coming year by many business analysts.

Estimated weekly grosses include a nice $8,500 for "Hansel and Gretel" at the RKO Grand, a big $15,500 for "3 Ring Circus" at RKO Albee, a robust $20,000 for "20,000 Leagues Under the Sea" at RKO Palace and a healthy $19,000 for "Vera Cruz" at Keith's.

PITTSBURGH—Business in the first-run Pittsburgh houses ranged from fair to good over the Christmas weekend, with operators predicting that the New Year weekend will clarify the situation more accurately.

"There's No Business Like Show Business" is headed for a great $19,000 in the Harris, with manager Bill Zeilor predicting at least four weeks for the Berlin musical. "Carmen Jones" indicated only $11,000 for the week.

The Squirrel Hill art house had reason to cheer for Alec Guinness, always a tremendous draw here, proved his mettle again with his "Detective" nearing $5,000, and may threaten the house record here of $5,300 held by "The Sea Around Us." "This Is Cinerama," which is biding time until "Cinerama Holiday" arrives on Feb. 16, had an indifferent weekend, but played to a capacity house at Monday's matinee. The vacation period should help this one a lot.

Review

"The Americano"

(RKO)
(Print by Technicolor) *Hollywood, Dec. 29*

ROBERT STILLMAN'S plan to produce "The Americano" with authentic, colorful Brazilian backgrounds, has paid off with an interesting yarn about a Texas cowboy who runs an obstacle course in collecting his money for three valuable Brahma bulls which he raised and delivered personally to a cattle rancher in the South American interior.

Glenn Ford favors Guy Trosper's intriguing screen play with a sympathetic portrayal of the Texan who gets caught in the middle of a feud between Frank Lovejoy, a conniving rancher, and the beautiful Ursula Thiess, whose ranch he is trying to steal.

Executive producer Sam Weisenthal added immeasurably to the production value of the piece by having Xavier Cugat compose a title tune which is well spotted and capably executed by Abbe Lane.

Casting of Cesar Romero as an ingratiating bandit-chaser, who is not beyond engaging in some hi-jacking on his own, when necessity calls, was a wise choice for sprucing the film with excitement as well as some of its lighter moments. William Castle's direction was well-paced for suspense and action.

The original story by Leslie T. White gets under way when Glenn Ford hires Romero to guide him and his three bulls to the cattle ranch, whose owner was found murdered near a railroad siding in Brazil, where Ford was to have been paid for his prized possession. He finds Lovejoy posing as the rancher's partner. Lovejoy tries to tempt Ford into remaining in Brazil and helping him raise cattle. Ford rejects the offer but is forced into remaining at the ranch after being robbed of his payment for the bulls.

When Ford is apprised by Miss Lane, Lovejoy's housekeeper, of his ruthless orders to kill the ranch owner so that he could take over, and his plan to do Miss Thiess out of her ranch after placing the blame on Ford for another of his ordered killings, and the fact that he was robbed by Lovejoy's henchman of the money for the bulls, he goes into action. Glenn forces Lovejoy's foreman to confess the murders to the police, and then evens the score by killing Lovejoy in a gun duel finish.

Running time, 85 minutes. General classification. Release date not set.

SAMUEL D. BERNS

Jake Coolidge, 81, Newsreel Veteran

ELLSWORTH, Me., Dec. 29.—John E. (Jake) Coolidge, 81, retired dean of New England newsreel cameramen, is dead here.

He covered the Paris peace conference after World War II, the first air flight from Europe to the U.S. and scores of disasters, including sinking of Submarine S-4.

R. D. Spierman V-P Of National Pictures

HOLLYWOOD, Dec. 29.—Edward L. Alperson today announced the appointment of Richard D. Spierman as vice-president in charge of National Pictures Corp. activities in England and Continental Europe.

Spierman, here for the past week conferring with Alperson, will sail for London at the weekend.

Broadway

(Continued from page 1)

out situation generally, although boxoffice business, in the main, continued at a nice pace.

The Radio City Music Hall, whose reserved seat section has long been sold out at $3.60 per ticket, plans a boost of 10 cents on regular admisssions New Year's Eve. The regular price of weekend reserved seat tickets are $2.75.

The Roxy, which also plans an extra late show New Year's Eve, will not raise its admission price for the occasion, it was stated.

At the Paramount, a special all-day preview of "Young at Heart" has been set to start at 9:30 tomorrow morning and continue until dawn of the New Year, Robert K. Shapiro, managing director, announced. The engagement of the Paramount's current attraction "Silver Chalice" will be interrupted for that one day and will be resumed on Saturday morning, it was said.

Many other first-run situations, including the Astor, Victoria and Criterion, that already have adopted a pricing policy for the eve of the New Year announced increases of 30 cents for admissions. It is expected that regular prices will be retained at the Rivoli.

Altec Service Sells Altec Lansing Line

Altec Service Corp. has entered the sound engineering contractor field in behalf of certain products manufactured by Altec Lansing Corp., a company subsidiary, it was announced by H. M. Bessey, executive vice-president.

Effective immediately, Altec Service will sell public address systems manufactured by Altec Lansing to all types a commercial users in the U.S.

Bing Crosby Heads Top Ten in Canada

Bing Crosby, who was last year's runner-up, this year was chosen top "Money-Making Star" in the 23rd annual "Motion Picture Herald" poll of Canadian exhibitors, whose choices reveal, as usual, slight but not radical differences from the preferences expressed by American theatre men.

Bing Crosby

Second, third, fourth and fifth, following Crosby, went to Martin and Lewis, Gary Cooper, Alan Ladd and William Holden. Marilyn Monroe was in sixth place, followed in order by Humphrey Bogart, Danny Kaye, John Wayne and Doris Day.

UK Winners

(*Continued from page* 1)

Shiner, Richard Todd and John Mills.

Hawkins is best remembered in his role as the captain in "The Cruel Sea," but he also registered strongly in "Front Page Story" and "The Seekers."

Dirk Bogarde, in just his second appearance on the poll, moved up three notches from last year, starring in what was undoubtedly one of the most popular films seen here in many a moon, "Doctor in the House."

The sensation of this year's poll is the emergence of Norman Wisdom who rocketed to third place with just one film comedy to his credit, "Trouble in Store." The fact that he's been a television personality for several years was no detriment.

Miss Johns Versatile

The distinction of being the only woman among men goes to Glynis Johns, whose talents were demonstrated most lucidly this past year. From the love-sick high school girl of "Personal Affair" to the righteous and proper missionary of "The Beachcomber" to the dual role of an amorous mermaid and a prim sports mistress in "Mad About Men," Miss Johns skipped with dexterity.

Kenneth More, another newcomer this year, made his film debut just six short years ago in "Scott of the Antarctic." After playing minor roles in major pictures, he really became a screen personality when seen as the frustrated bachelor in "Genevieve."

The next three gentlemen on the list are old hands at this popularity game. Alec Guinness appears for the fourth straight year, while Anthony Steel and Ronald Shiner are both making their third consecutive go-round. Guinness, who is perhaps the most popular British star in the United States, recently cavorted as "Father Brown" ("The Detective" to our American readers), another one in his delightful characterizations.

Anthony Steel has become one of our most traveled stars in recent years. His recent excursion to Africa for "West of Zanzibar," the well received sequel to the well received "Where No Vultures Fly," was the dominant factor in his being pushed up several notches on this year's poll. Ronald Shiner, who came from nowhere to capture the Number One spot in 1952, was kept in the higher echelon this year with "Innocents in Paris" and "Up to His Neck."

Disney Work Helped Todd

Richard Todd, who returned to America where he just completed "A Man Called Peter," was able to reappear this year in the poll thanks mainly to an American, Walt Disney by name. His starring roles in Disney's recent live-action shows filmed over here gave him the proper boost.

Last, but bromidically not least, is everybody's favorite, John Mills. The perpetually youthful Mills has been a winner five previous times, but His recent roles in "The Gentle Gunman," "The Long Memory" and especially "Hobson's Choice" have once more made him an exhibitor's delight.

In the International Poll, four of last year's winners (all U. S. players) were replaced this year by two Americans and two home-grown products. Bob Hope, Bing Crosby, John Wayne and Stewart Granger left in favor of James Stewart, Burt Lancaster, Dirk Bogarde and Norman Wisdom.

Of course, the phenomenal Danny Kaye, who is worshipped by the Britons, merely had to bat his eye once this year to be a winner and that one flicker was "Knock on Wood."

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John Wayne Is Poll Victor

(*Continued from page* 1)

Brando. The three they replaced from last year's Top Ten were Bob Hope, Susan Hayward and Randolph Scott. An interesting sidelight to the results is the fact that Bing Crosby, who had but one film in release in the period covered by the poll, was able to maintain a place among the winners. He and Gary Cooper are the only winners this year to appear in the Money-Makers fifteen times.

Martin & Lewis Hold Spot

Martin & Lewis, in runner-up position in the 1954 poll, held that same rank in 1953, behind Gary Cooper, after finishing on the top rung, above Cooper and Wayne, in that order, the year before.

Gary Cooper, who took Number One spot last year on his 14th appearance in the Top Ten listing, is back for a 15th listing that sets a record of poll longevity matched by that of only one other player.

James Stewart, who finished fourth in 1954 on his fourth earning of Top Ten rank, is sharply up in standing from last year's seventh, and this can be no surprise to folks who know what a couple of his pictures, "The Glenn Miller Story" and "Rear Window," earned for exhibitors during the twelve-month.

Marilyn Monroe, a first-timer in last year's poll, is up from sixth place to fifth in the 1954 scale of personality values, a rise that a superficial observer of the young woman's progress could comprehensibly regard as less meteoric than was to be expected.

Alan Ladd Is Back Again

Alan Ladd, whose return to Top Ten rank last year after an absence since 1947, is present again, in sixth place, in consequence of a steadily sustained succession of appropriately spaced releases keeping ever fresh in popular mind the memory of "Shane."

William Holden, of "Stalag 17," which won him an Oscar, of "Executive Suite" and of "Sabrina," to name but three in one of the longest lists of successful pictures ever run up by an actor of his career years, 15, took down seventh place in his first appearance in Top Ten company.

Crosby Included 15 Times

Bing Crosby, an undoubtedly undisturbed eighth in this year's poll, is the only player in the 1954 leadership who shares with Gary Cooper the distinction of 15 appearances in the Top Ten. He's held, over the years, nearly all the poll positions there are to hold, and with "White Christmas" and "Country Girl" on their way toward new box office totals for him there's no reason to be found in precedent why he shouldn't one day duplicate Duke Wayne's feat in returning to Number One spot again.

Jane Wyman, an Oscar winner of years standing, a first-flight actress since 1936, and a Stars-of-Tomorrow poll winner in 1942, is a newcomer to Top Ten territory in the 1954 Money-Making Stars poll, an arrival that looks to the unexploring eye a bit tardy.

'Waterfront' Boosted Brando

The third and final newcomer to the Top Ten division of the Money-Making Stars poll in 1945 is Marlon Brando, who finished in 10th position. Deductions, calculations and analyses looking toward explanation of this controversial young actor's leap from commercial nowhere to drawing-power rank among the topmost can cover a wide range and prove nothing so significant, trade-wise, as the fact that the vote shows this to be the case. If a single picture has had more than his others to do with the Brando leap to the top of the heap there is large ground for belief that it would be "On the Waterfront."

RKO Status Quo

(*Continued from page* 1)

company's offer to purchase RKO Pictures stock at $6 per share terminates, as announced Dec. 16. The offer was not applicable to Hughes, owner of 1,262,120 shares, for he allowed a Dec. 15 expiration date for him to pass. In addition, Atlas Corp., which claims to own or control between 900,000 and 1,000,000 shares, has advised RKO Pictures that it will not tender its stock on or before tomorrow's experiation date.

A company spokesman, asked if any of the stockholders took advantage of the tender bid since the Dec. 16 announcement, replied in the negative, pointing out that the stock on the New York Stock Exchange is selling at over $8 per share. Between 700,000 and 800,000 shares of stock, exclusive of the stock owned by Hughes and Atlas, are still outstanding, it was stated.

Rogers in 12th Win As Western Player

Roy Rogers, the perennial winner as the best "Money-Making Star" in the Western field in the "Motion Picture Herald" annual poll of American exhibitors, has scored his 12th consecutive victory in this year's balloting, which is the 23rd annual poll of the publication.

Roy Rogers

In second place, behind Rogers, was Gene Autry, his sixth time in the runner-up position. In third, fourth and fifth positions were Rex Allen, Bill Elliott and George "Gabby" Hayes.

M-G-M Sets

(*Continued from page* 1)

that as soon as details can be worked out for the benefit of local exhibitors and M-G-M, at least a dozen more Workshops will be added to the program. In each instance, Simons will be accompanied by Emery Austin, M-G-M exploitation manager.

Starts in Denver Jan. 12

The opening gun of the new six-month program will be sparked off in Denver at the Cosmopolitan Hotel on Jan. 12. Members of the Rocky Mountain COMPO will attend in full force, according to Henry Friedel, branch manager, who has been assured that every member who can attend will be on hand to hear first-hand the various speakers expounding their beliefs and accomplishments under the new trend of show business. Pat McGee, leading exhibitor in the territory, is cooperating with M-G-M, in this endeavor.

Already announced as the drive-in theatre panelist is Al Reynolds, general manager for Claude Ezell and Associates of Dallas, and small town theatre guest speaker L. J. (Bill) Williams, operator of theatres at Union, Owensville, and Herman, Mo. These men will be supplemented by another exhibitor to be announced next week, as well as two other local men of high standing in the Denver area. No more than 300 theatre men are expected to attend.

Jackson, Memphis Scheduled

The other two Workshops scheduled for January are those in Jackson, Miss., on Jan. 24, and one in Memphis on Jan. 27. In February, there will be one in Richmond on Feb. 8, and another in Detroit on Feb. 22. In March, there will be one in Columbus, O., March 1, another in Kansas City, March 3 and the third in Dallas, March 9.

In April, the list will be headed by a meeting in Atlanta, on the 12th, followed by one in Buffalo on the 18th, and a third session in Jacksonville on the 26th. For May the first get-together will be held in Billings, Mont., on the 10th of the month followed by one in Charlotte on May 16. For June 13, a Workshop is definitely set for the Lafonda Hotel in Santa Fe, N. M.

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The 23rd annual edition of *FAME*
is now in preparation.

National Pre-Selling

LOUIS BERG, "This Week's" movie editor, traveled to Egypt to gather material for a location story of Warner's "Land of the Pharaohs." The story appears in the Dec. 26th issue on a two-page spread illustrated with photos in full color on the site of the great Pyramid. In the same issue there is a striking color ad on "So This Is Paris."

The Wichita "Kansas Eagle" will be added to "This Week's" list of newspapers on Feb. 6. This will bring the total to 35. The present circulation is 11,003,213.

•

Florence Somers has written laudatory reviews in "Redbook's" January issue for M-G-M's "Deep In My Heart," U-I's "Sign of the Pagan" and U.A.'s "Twist of Fate." In the same issue there is an eye-catching color ad on U-I's "So This Is Paris."

•

Paramount's "The Country Girl" was selected by "Coronet" as the best picture of the month in the January issue. In the same issue there is ticket selling color ad on U.I.'s "So This Is Paris."

•

"Look" has selected James Dean, who has made only one picture for Warner's ("East of Eden"), as a bright new star of 1955. The story on Dean appears in "Look's" current issue.

Perspecta Licenses To More Producers

Two more European film makers have received royalty-free licenses to use Perspecta stereophonic sound in all their productions. This followed last week's announcement that two studios in Paris and one in Rome are now equipped to handle recording of Perspecta sound tracks for European producers and that three more sound studios in London, Berlin and Barcelona will shortly complete installation of Perspecta recording equipment.

The two producing companies, both of Italy, are Incom and Thetis Films. Thetis Films' most important picture, "The King's Musketeers," is now having a Perspecta track recorded at Suonitalia Studios in Rome. Incom will shortly announce titles of its pictures which will have Perspecta stereophonic sound.

To Continue Imperial Pictures in Cleve.

CLEVELAND, Dec. 29.—Imperial Pictures, Inc., owned and operated by the late Bernard Rubin, will continue operation with Mrs. Rubin and Al Sunshine at its head.

Announcement of the new partnership was made yesterday. Sunshine, who also owns Advanads, manufacturer of coming attraction strips, states there will be no change in policy or personnel. He will handle product buying and picture selling, while Mrs. Rubin will assist in the office of the organization.

Imperial Pictures, Inc., is the only independent distributing organization in Northern Ohio. It owns Lippert, Filmakers, DCA and other important franchises. Sunshine and Mrs. Rubin will carry out Rubin's announced plans to discontinue as rapidly as possible the reissue policy and go in for the release of quality, new product.

Reviews

"Port of Hell"

(*Allied Artists*)

A GOOD, steady cast headed by Dane Clark and Wayne Morris help sustain the dramatic and suspenseful mood in "Port of Hell," an Allied Artists release which is a fairly good little picture. Producer William F. Broidy has told the story here in a straight fashion with no frills attached, but for a modest feature, it runs somewhat lengthy.

Clark, the port warden of Los Angeles harbor, is not well-liked by the dockworkers as he adheres to the very letter of the law. The necessity for this stringent over-protection is realized when a mysterious freighter docks. The strange actions of its captain lead Clark to investigate and eventually discover that the ship is carrying an atomic bomb which is to be electronically detonated within 24 hours from another ship at sea.

Not wanting to cause a panic among the citizens and not having time to call for naval help, Clark enlists the aid of Morris, a tugboat captain and one of his bitterest adversaries. The remainder of the film is a tense race against time with Morris realizing for the first time the enormity of the port warden's job.

Carole Mathews plays Morris' sister and the one escape from loneliness that Clark has. Marshal Thompson is seen as Clark's crippled assistant and the only one who understands him. All the actors perform capably under Harold Schuster's direction. The screenplay was written by Tom Hubbard, Fred Eggers and Gil Doud from a story by Doud and D. D. Beauchamp.

Running time, 80 minutes. General audience classification. Release, in December.

"Hell's Outpost"

(*Republic*)

BASED on Luke Short's novel, "Silver Jack," this is a fast-moving adventure film that has been given a more intriguing title. A competent group of players has been cast, including Rod Cameron, Joan Leslie and Chill Wills. Good acting and plenty of action should provide favorable reaction from general audiences, despite predictable events.

One of the most downright nasty characters to appear within recent memory is the villain of the film, John Russell. He sneers and snarls and tries everything, including murder, to get his own way. He's almost too bad to be true.

Russell is, for all practical purposes, running the mining town of Azurite, as the local banker and bully. Cameron, Korean veteran, comes to the town ostensibly to pay his respects to Wills, father of his late buddy. His actual purpose is to work his way into a partnership with Wills in the latter's valuable tungsten mining claims.

After accomplishing this, he then has to overcome the various treacheries that Russell, who wants the mine for himself, attempts. The climax is reached when Russell dynamites the mining road and tries to kill Cameron. His plot, naturally, backfires and Cameron proves to be more of a hero than a heel.

Miss Leslie provides the love interest and one of the main reasons for battle between the two adversaries. Prominent in support are Jim Davis as the local newspaperman and Kristine Miller as his sweetheart and Russell's ill-treated sister.

There are a couple of slam-bang fist fights and chases that should provide the audience with sufficient thrills for an evening. Joe Kane did double duty as associate producer and director and Kenneth Gamet wrote the screenplay.

Running time, 90 minutes. General classification. For December release.

"Target Earth"

(*Abtcon-Allied Artists*) *Hollywood, Dec. 29*

THE ticket-selling power in this science fiction melodrama appears to depend on, Richard Denning, the single name of marquee meaning to work with in straight billing, and on the devices of suspense promotion which have been developed for purpose of this kind since the science fiction cycle began. Audiences with tastes pertaining to science fiction and suspense, mixed with a little action, will find this film getting off to a fast start and then slowing down to a crawl which largely negates the suspenseful beginning.

This is a picture that needs advance selling pointed toward getting the right kind of audience to see it.

The excellent opening shows a large city on the morning after it has been evacuated by civil defense authorities following an attack by robots which arrive from an unknown source. Only a handful of people who slept through the evacuation alarms are still in the city, and they realize, after seeing one of the robots kill a man with a light-ray, that they probably can't escape. The main thread of the story follows these people through their restricted experiences, mostly with each other, and the secondary thread takes care of the Army's attempts, finally successful, to stop the invading robots.

Others in the film, besides Denning, are Kathleen Crowley, Virginia Grey, Richard Reeves, Robert Roark, Mort Marshall and Arthur Space. This film is an Abtcon Pictures production produced by Herman Cohen and directed by Sherman A. Rose. William Raynor wrote the screenplay from an original story by Paul W. Fairman.

Running time, 75 minutes. General classification. W. R. W.

NLRB

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individual filed unfair labor practice charges against an association of motion picture theatre owners. In a former case involving the same companies, the board took jurisdiction on the basis that bargaining was on a multi-employer unit. Subsequently, however, group bargaining was abandoned and the theatres or theatre circuits bargained on an individual basis.

The announcement said the evidence disclosed that the contracts negotiated by the theatres differed from case to case, and that "apparently grievances are now being handled on an individual theatre basis, rather than on an association-wide basis."

Operations Considered Minor

Investigation also revealed, it was said, that the largest operation involved, a chain of 14 or 15 theatres, annually paid only $300,000 in film rentals. It was decided that the operations of the parties, considered on a separate basis, would not warrant the assertion of jurisdiction, and that since association-wide bargaining had been abandoned, "the size of the operations as it pertains to individual chains is not such as to warrant assertion of jurisdiction."

'Cinerama Holiday' Set for Pittsburgh

PITTSBURGH, Dec. 29.—"Cinerama Holiday" will replace "This Is Cinerama" on Feb. 16 at the local Warner Theatre. The first Cinerama opus will have enjoyed a 61-week run in Pittsburgh for a record that will probably never be topped here again.

Continue UA Lead

United Artists' New York, Charlotte and Calgary branches have retained first place in their respective groups in the third week of the third lap of the Robert S. Benjamin drive, it was announced by William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager, who are serving as co-captains of the push saluting the company's chairman of the board.

6 RKO Films Here

Six RKO pictures are playing in various sections of the Metropolitan area.

Theatres throughout the city are playing Michael Myerberg's "Hansel and Gretel." The RKO Palace is currently running Allan Dowling's "This Is My Love," and in other theatres, are "Passion," "Silver Lode," "Decameron Nights" and "Sins of Rome."

Studios' $300,000 For Film Museum

HOLLYWOOD, Dec. 29. — Major studios have expressed their willingness to subscribe the $300,000 debentures required to finalize plans for the construction of the Motion Picture Industry Museum, Motion Picture Daily learned today. The entire proceeds from the museum's operations would go toward maintenance of the Motion Picture Relief Fund.

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